

RETAIL

Neiman Marcus weaves technology into Fort Worth opening

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Neiman Marcus Fort Worth

By STAFF REPORTS

Department store chain Neiman Marcus is unveiling new retail concepts in cosmetics and fragrances at its latest opening in Fort Worth, TX.

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The store, located within The Shops at Clearfork, incorporates a number of the retailer's technological advances within its 90,000 square feet, including smart mirrors and a ChargeItSpot station. This opening is representative of Neiman Marcus' ideas for the store of the future, which combines high tech and high touch.

Renovated retail

Neiman Marcus' Fort Worth store, opened Feb. 10, is replacing the Dallas-based retailer's store at Ridgmar Mall, which closed on Jan. 26.

The Shops at Clearfork is situated on a portion of the 7,000-acre ranch owned by the Edwards family since 1848. Simon and Cassco Development have built the first phase of what is intended to be a 500,000-square-foot open-air upscale shopping center.

Neiman Marcus is the first retailer to open in the mall, and will be joined by other luxury stores in the fall.



Rendering of The Shops at Clearfork

Both the interior and exterior of the store evoke the local culture. Bespoke concrete panels cast in Hillsboro, TX combine to form a woven pattern on the Alamo Architects-designed building's facade to the rope, while leather and rebar elements feature inside as part of the interior design by CallisonRTKL.

Inside the store, Neiman Marcus has reimagined its beauty shopping experience. Cosmetic counters now feature both brand spaces and open counters, while products are available for self-service trial.

An oval fragrance room, partitioned by glass walls, groups scents by their notes, encouraging exploration with open shelving.

For consumers who want more hands-on assistance, a central consultation table allows for complimentary applications and one-on-one conversations. There is also a beauty concierge accessible and private spa rooms.

In the store's jewelry salon, presentation room gives consumers a private space to try on pieces. Debuting at Neiman Marcus Fort Worth with this opening are brands including Marco Bicego, Herms and Bulgari.

New vendors in women's apparel at Neiman Marcus Fort Worth include Prada, Dolce & Gabbana and Oscar de la Renta, while men can shop Brunello Cucinelli, Ermenegildo Zegna and Gucci for the first time at the newly opened store.

Adding touches of technology throughout the retail environment, this location features two Memory Mirrors in the fitting rooms, eight Memory Makeover units in the beauty department and one Sunglass Mirror ([see story](#)).

Additionally, digital directories situated at store entrances and the customer service desk provide information on department locations, events and promotions.



Neiman Marcus Fort Worth opening private shopping event; image courtesy Neiman Marcus

Making the shopping experience more social are the Girlfriend Room, which fits friends in an oversized fitting room outfitted with a Memory Mirror, and the Club Room for men, a lounge with televisions broadcasting sports. In the contemporary CUSP department, Alert Tech fitting room technology is used, while Rockbot's modern day jukebox lets consumers play DJ.

"Neiman Marcus is thrilled to continue serving our loyal Fort Worth market and welcome new customers to The Shops at Clearfork," said Karen Katz, president/CEO of Neiman Marcus Group. "Our ties to Fort Worth are long-standing and we are excited to grow along with the community.

"This is a store of the future, offering a reimagined shopping experience," she said. "Neiman Marcus Fort Worth promises to deliver the perfect balance of innovative technology with the service and incomparable fashion and luxury that has been the signature of Neiman Marcus for 110 years."

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