

RETAIL

Neiman Marcus adds DreamDry salon services in experiential bid

April 21, 2017



DreamDry's Flatiron location in New York; photo by Elizabeth Lippman, courtesy of DreamDry

By STAFF REPORTS

Department store chain Neiman Marcus is extending its in-store offerings at select locations with the addition of blowout hair salons.

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The experiential addition comes by partnership with Hudson Blvd. Group (HBG), a holding company formed in 2015 that specializes in high-end beauty services. HBG's beauty portfolio includes DreamDry, a salon concept that offers on-the-go women convenient and personalized hair services as well as Spruce & Bond, a brow and hair removal studio, and Pucker, a cosmetic and eyelash extension provider.

Style from head to toe

Co-founded by fashion stylist Rachel Zoe in 2015, DreamDry services include blowouts, express styling, braiding and signature hair styles that are updated seasonally. DreamDry also offer an exclusive rewards program for loyal consumers.

"The debut of DreamDry locations within Neiman Marcus is a dream come true," said Ms. Zoe, who is also the creative director of HBG in a statement. "We share the same philosophy of making women look and feel their most beautiful every day.

"Hair is the final touch in completing an overall look so I'm thrilled that we can help women fully achieve their desired style from head to toe," she said.

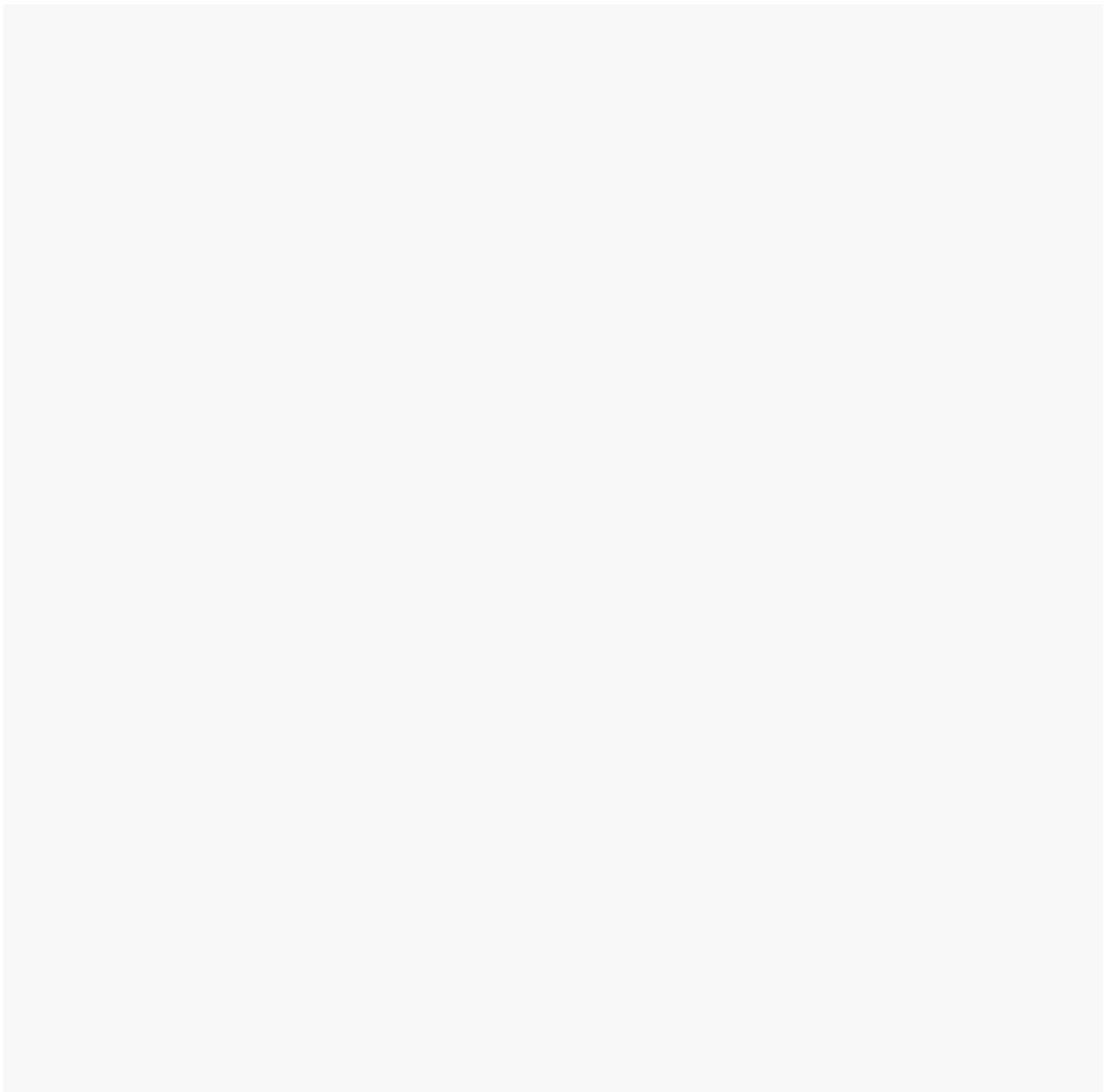
DreamDry locations will open in select Neiman Marcus department stores, with the initial round of opening including Atlanta and Las Vegas in the fourth quarter of 2017.

Neiman Marcus' Fashion Island location in Newport Beach, CA will open in early 2018. Additional locations are scheduled to follow.

"When we announced the formation of HBG, we received an influx of interest from national partners in retail, real estate and hospitality spaces," said Robin Moraetes, president of HBG and cofounder of DreamDry in a statement. "We chose Neiman Marcus in the retail category because they are among the most creative and forward-thinking

organizations in today's changing retail landscape.

"DreamDry was formed to provide an elevated experience, and Neiman Marcus offers that same promise to its customers," she said.



Yes it's true! See you soon at a @NeimanMarcus near you this Fall... Stay tuned for a ton of exciting new details #ComingSoon, first to Atlanta, Las Vegas, and Newport Beach!

A post shared by DREAMDRY (@dreamdry) on Apr 20, 2017 at 5:03am PDT

Each DreamDry location within a Neiman Marcus department store draws inspiration from the express salon's original storefronts in New York, Chicago and Powers Ferry Square in Atlanta. The salons will each be customized with every detail considered to offer consumers best-in-class services.

"HBG is the ideal partner as they offer the unique proposition of being a single operator of a portfolio of beauty service businesses across all categories," said Neva Hall, executive vice president of Neiman Marcus Stores in a statement.

"We believe HBG's elevated offering within its beauty segment will drive traffic and deliver a valuable customer

experience at Neiman Marcus," she said.

Neiman Marcus has also enhanced in-store experience by weaving technology into its department stores.

For example, Neiman Marcus unveiled a new retail concept for cosmetics and fragrances at its latest opening in Fort Worth, TX.

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 ([see story](#)).

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