

RETAIL

Neiman Marcus spotlights emerging labels in retail concept

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Neiman Marcus' Luxe Lab encourages consumers to mix vendors. Image courtesy of Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is giving a select group of niche apparel brands their first major bricks-and-mortar point of sale through a new boutique-style edit.

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Aimed at attracting a younger audience, the retailer's Luxe Labs is debuting in the Fine Apparel department at 14 of Neiman Marcus' stores, with a corresponding online presence on its ecommerce site. Department stores pride themselves on the ability to scout out unique fashions, which helps them to differentiate themselves in what has become an increasingly crowded retail field courtesy of ecommerce.

Curated selection

While the boutique-style merchandising for Luxe Labs is organized by vendor, the visual displays within the environment encourage consumers to mix and match pieces from different labels.

Among the included brands are British designer Simone Rocha, bohemian label Figue by Stephanie von Watzdorf and Libertine, which has recently been sported by celebrities as diverse as Cher and Sean Diddy Combs.

Also retailing within the Luxe Lab are the leather-centric Nour Hammour, the clean lined Atlantique Ascoli, eveningwear label Galvan, Parisian designer Pascal Millet and Mr & Mrs Italy, known for its outerwear.

As part of this initiative, Neiman Marcus will be the first major bricks-and-mortar luxury retailer to carry labels Talitha, Stouls, Magda Butrym and Francesco Scognamiglio.



Rosetta Getty is one of the designers in Neiman Marcus' Luxe Lab. Image courtesy of Neiman Marcus

"Luxe Lab is a curated collection of distinctive pieces from new, niche brands that speak to our customer's relaxed lifestyle," said Jim Gold, president and chief merchandising officer of Neiman Marcus Group, in a statement.

The Luxe Lab will be opening in Neiman Marcus' stores in the Ala Moana Center in Honolulu, HI; Atlanta; Austin, TX; Boston; Coral Gables, FL; Fort Lauderdale, FL; Houston, TX; King of Prussia, PA; Las Vegas; NorthPark in Dallas; San Diego; Troy, MI; Washington and The Westchester shopping center in White Plains, NY.

As luxury retail looks to bring in a new generation of clientele, it is increasingly favoring a contemporary mix within its fashion departments.

Responding to consumers' changing shopping habits, department store chain Selfridges opened a new fashion concept at its London flagship last year.

The Designer Studio, opening in two phases, stocks streetwear, high fashion and contemporary brands in the same space, allowing for new conversations between labels to form on the sales floor. Part of Selfridges' \$394 million investment in its future, the studio is designed to enable flexibility within the retail environment, letting the store keep up with and adapt to fashion's fast pace ([see story](#)).

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