

RETAIL

Neiman Marcus, Indie Beauty Expo curate indie favorites for ecommerce shop

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Indie beauty brand Mahalo is a Neiman Marcus exclusive. Image credit: Neiman Marcus

By STAFF REPORTS

As the indie beauty product sector takes off, department store chain Neiman Marcus is bringing consumers under-the-radar personal care brands through a temporary event.

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Neiman Marcus has partnered with Indie Beauty Expo for its limited-time ShopTheExpo, an online discovery platform for top indie brands from around the world. The Indie Beauty Expo was founded in New York in 2015 and quickly grew to become the largest professionally-curated exposition of independent global beauty, lifestyle and wellness brands.

Shopping the expo

The collaboration between Neiman Marcus and Indie Beauty Expo leverages the strengths of both brands.

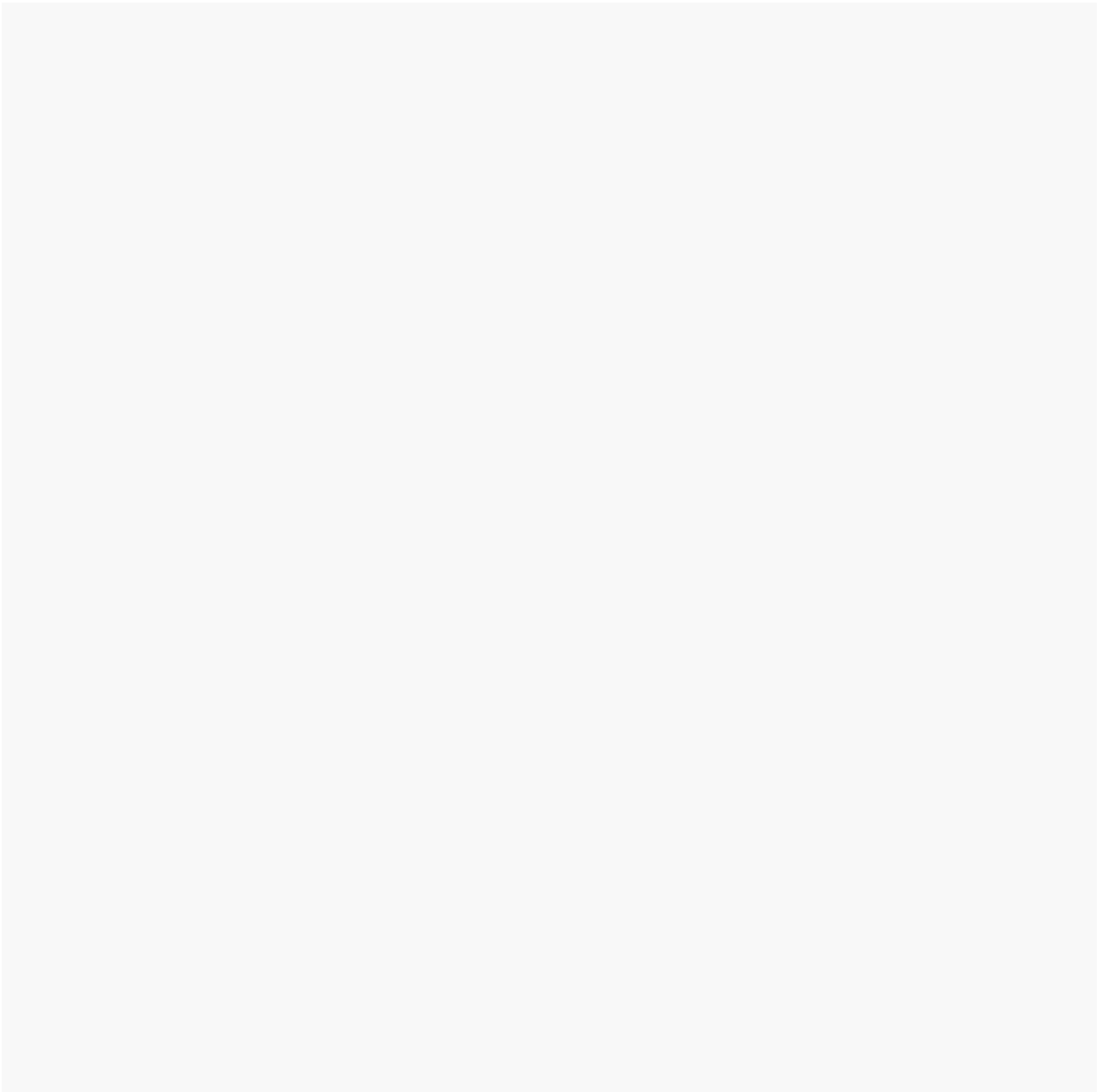
Neiman Marcus was drawn to Indie Beauty Expo's knowledge of the indie beauty space, its strong relationships with brand founders and its execution of experiential events. For Indie Beauty Expo, Neiman Marcus is an ideal partner due to the retailer's history of nurturing young brands to become industry mainstays.

For ShopTheExpo, launched Oct. 20, Neiman Marcus will offer an Indie Beauty Expo-curated selection of beauty products. Many personal care goods will be exclusive to Neiman Marcus, with products that sell well being considered for permanent inclusion at the retailer's beauty counters.

On Neiman Marcus' ShopTheExpo Web page, consumers can browse the brands included and learn about their founders and product offering. Neiman Marcus has also included a film showing its consumers Indie Beauty Expo's most-recent event in New York.

Due to ShopTheExpo being an online effort, Neiman Marcus' NorthPark Center location in Dallas, TX will host a two-day event Oct. 20-21 featuring the 15 brands selected by Indie Beauty Expo.

During the event, consumers will be able to test and purchase ShopTheExpo products. Also, Neiman Marcus consumers will have the opportunity to meet the founders and faces behind each brand, some of which made their world debut via Indie Beauty Expo.



It's almost here! We've partnered with @indiebeautyexpo to bring the Indie Beauty Expo experience to Neiman Marcus. Stop by NM NorthPark tomorrow and Saturday to shop the expo, try products, and meet the founders who are reshaping the industry. More details to come! Link in bio for store information. #NeimanMarcus

A post shared by Neiman Marcus (@neimanmarcus) on Oct 19, 2017 at 10:47am PDT

The 15 Neiman Marcus ShopTheExpo brand participants include: Beneath Your Mask; Ayuna; Circcell; Josephine; Le Prunier; Luk Beautifood; Pour Moi; Ranavat Botanics; Swiss Smile; Well Within; Ellis Faas; Sappho New Paradigm; Girl Undiscovered, Luxe Botanics and Mahalo.

Other retailers have recently enhanced beauty offerings. The product category is an accessible price point for aspirational consumers and many brands have cult-like followings, which will ensure a retailer sees foot traffic to shop its offerings.

For example, department store chain Bloomingdale's is offering a "beauty happy place" for cosmetics-lovers with a new boutique called Glowhaus.

Bloomingdale's Glowhaus specializes in beauty products from a number of brands and gives customers a place

where they can freely try out and test different combinations and products in a casual and freeform environment. As of press time, Bloomingdale's has announced plans to open Glowhaus boutiques at its various locations in New York and California ([see story](#)).

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