

RETAIL

Neiman Marcus mines social media to find new beauty brands

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Neiman Marcus' Trending Beauty shop at its NorthPark Center store. Image courtesy of Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus has opened a new Trending Beauty shop stocked with brands discovered using nontraditional scouting methods.

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With a bricks-and-mortar presence at Neiman Marcus' NorthPark Center store in Dallas and placement on the retailer's ecommerce site, Trending Beauty features modern labels in makeup, skin care and self care. Recently, in an effort to cater more to the next generations of shoppers, retailers have focused on finding new, more under-the-radar merchandise.

Beauty buys

For the Trending Beauty shop, Kelly St. John, the vice president of Neiman Marcus' beauty department, chose to get outside of the retailer's typical method for finding new vendors. Twenty millennial assistant buyers, merchandise planners and coordinators were selected from the beauty merchant division to work on the project, which was led by buyer Kim D'Angelo.

As they sought out new labels, social media played a large role in scouting. This team then reached out and coordinated vendor relationships with these brands.

Along with a focus on color cosmetics, the Trending Beauty shop also retails self care products, such as home fragrance, tea, supplements and wellness oils.



Neiman Marcus Trending Beauty products. Image courtesy of Neiman Marcus

To retail Trending Beauty in-store, Neiman Marcus chose to differentiate this shop through interior design. Accented by neon signage, the space dubbed "New Now Next" includes wood and steel fixtures.

Open counters provide opportunities for experimentation. The shop was also designed to encourage social media posting.

Neiman Marcus' NorthPark store has the top performing cosmetic department among the chain's locations, making it a frequent choice to incubate new beauty launches.

From its initiatives Trending Beauty, The Wellness Shop and Neiman Marcus' ShopTheExpo partnership with Indie Beauty Expo, the retailer has added upwards of 75 new brands.

Millennial-focused beauty departments are favoring experimentation and independent exploration over the traditional makeup counter consultation.

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

The boutique will specialize in beauty products from a number of brands and will give customers a place where they can freely try out and test different combinations and products in a casual and freeform environment. The retailer is opening five boutiques at various Bloomingdale's locations in New York and California ([see story](#)).