

RETAIL

Neiman Marcus new hire to focus on innovative strategies, merchandising

December 8, 2017



Neiman Marcus has hired Ed Burstell. Image credit: Neiman Marcus

By STAFF REPORTS

U.S. retailer Neiman Marcus Group has created a new senior executive position to focus on product innovation and differentiation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Earlier this week, Neiman Marcus announced the appointment of Ed Burstell as the inaugural senior vice president of product innovation. Mr. Burstell comes to Neiman Marcus after a long career in retail, experience that is sure to assist the department store chain as it works to develop new merchandising ideas and retailing concepts.

Neiman Marcus Group includes department store Neiman Marcus, New York's Bergdorf Goodman, off-season Last Call, home decor seller Horchow, CUSP, a contemporary edit of apparel and retailer MyTheresa.

Welcome back

Most recently, Mr. Burstell worked at Liberty of London where he held the position of managing director of retail. Mr. Burstell will start at Neiman Marcus as senior vice president of product innovation on Jan. 9, 2018.

Mr. Burstell will report directly to Jim Gold, Neiman Marcus' president and chief merchandising officer.

Earlier in Mr. Burstell's career he worked at Neiman Marcus' Westchester, NY location before moving to Bloomingdale's and Henri Bendel.

In 2004, Mr. Burstell returned to Neiman Marcus Group as Bergdorf Goodman's senior vice president and general merchandise manager, non-apparel. Mr. Burstell worked at Bergdorf Goodman until 2008 when he joined Liberty of London.



Ed Burstell will lead the freshly established merchandising team at Neiman Marcus. Image credit: Neiman Marcus

"With his impressive and extensive background in merchandising and creative leadership, Ed is perfectly suited for this role," said Mr. Gold in a statement. "We greatly admire how Ed revitalized the Liberty brand, while achieving impressive sales growth.

"Ed possesses immense creativity, a deep knowledge of the market and true appreciation for the customer," he said. "We are thrilled to welcome Ed back to Neiman Marcus Group."

As for his newly created position, Mr. Burstell will lead a freshly established merchandising team. The new team is dedicated to supporting and advancing Neiman Marcus' strategic focus on product innovation and differentiation.

Mr. Burstell and team will work collaboratively across the Neiman Marcus organization as well as with external business partners. Merchandising initiatives will include product exclusivity and fashion trend authority as well as new ideas and retailing concepts.

Neiman Marcus Group has been impacted by traditional retail's struggles.

In the first quarter of its 2018 fiscal year, Neiman Marcus saw its first comparable revenue increase since the 2015 fiscal year.

Neiman Marcus Group's total revenues grew 3.8 percent in the quarter ended Oct. 28, compared to the same period of the previous year. The company attributes its resumed growth to the implementation of its Digital First strategy, as well as its investments in technology and marketing ([see story](#)).