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Neiman Marcus' Q2 sales rise 6pc

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Neiman Marcus' digital focus has helped its recovery. Image credit: Neiman Marcus

By STAFF REPORTS

Retail group Neiman Marcus saw its second consecutive quarter of growth, as the company's digital investments helped boost its revenues.

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For the second quarter of the 2018 fiscal year, ended Jan. 27, the retailer's revenues were up 6.2 percent year-over-year, totaling \$1.48 billion. Following challenging years, Neiman Marcus Group is optimistic about its future growth potential, leaning on customer service and innovation to remain competitive in a changing retail landscape.

"I am excited about our momentum, which underscores Neiman Marcus Group is truly unique within our industry for our ability to deliver on a personalized luxury shopping experience across channels and brands," said Geoffroy van Raemdonck, CEO of Neiman Marcus, in a statement. "We will continue to innovate and invest in the business to envision new ways to serve the luxury customers of today and tomorrow."

Omnichannel approach

Neiman Marcus' second quarter comparable sales increased 6.7 percent, the largest year-over-year growth since the fourth quarter of the 2012 fiscal year.

This quarter also marked the first time the company has achieved two consecutive quarters of sales growth since 2015.

Neiman Marcus has been leveraging a "Digital First" strategy across its channels, which is aimed at offering a personalized luxury shopping experience through technology.

Today, Neiman Marcus Group's ecommerce businesses account for 34 percent of its total revenues, and more than 85 percent of its customers' shopping journeys start online.



Neiman Marcus is focused on implementing digital innovations. Image credit: Neiman Marcus

The group's flagship Neiman Marcus brand and Bergdorf Goodman have grown their digital sales by 15 percent this quarter compared to the same period in the previous year, attributed to increased traffic and inventory availability.

Consumers who shop online and offline spend four times more than those who only shop in one channel.

Along with focusing on digital, Neiman Marcus is planning to seek out partnerships to offer its customers exclusives and emerging labels.

Over the past few years, omnichannel has become a buzzword in luxury and retail marketing, but by 2020, consumers will no longer tolerate brands' mistakes.

A new report from Fashionbi reveals that time is running out for brands and retailers to create a seamless omnichannel experience. Retailers need to take on strategies similar to Neiman Marcus, who has developed an application that bridges the gap between offline and online almost seamlessly ([see story](#)).

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