

RETAIL

## Neiman Marcus launches Ideas Lab to create new experiences

June 6, 2018



*Neiman Marcus is looking to create more in-store experiences. Image credit: Neiman Marcus*

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By STAFF REPORTS

U.S. department store chain Neiman Marcus is preparing to roll out a suite of innovative new concepts and limited-time projects under the guidance of its newly-created "Neiman Marcus Ideas Factory."

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In a report from Women's Wear Daily, Neiman Marcus' senior vice president, Ed Burstell announced the creation of the Ideas Factory as well as what kinds of projects the new team would be working on. At a time when the retail world is becoming increasingly competitive, retailers need fresh, exciting new ideas to capture consumer attention.

### Ideas Lab

The retail world is highly competitive, in no small part due to the enormous pressure on retailers from Amazon.

When customers can get virtually anything they want at any time from Amazon and have it in 24 hours, retailers need to pull out all the stops they can in order to get customers to pay attention.

In this spirit, Neiman Marcus has created the Neiman Marcus Ideas Lab to help dream up the kinds of exciting and engaging experiences that will lure customers back into the store.

According to Women's Wear Daily, some of Neiman Marcus' early ideas include allowing prominent graffiti artists to pierce products such as handbags in artistic ways and other ideas that explore new and original concepts.

The retailer will begin the Ideas Lab project modestly beginning next week with more in-depth and out-of-the-box ideas coming into play in the coming months.



*Neiman Marcus already has more than 1,000 "moments" per year. Image credit: Neiman Marcus*

Neiman Marcus already invests heavily in experiences, which it calls "moments," which include appearances from designers and product launches.

For example, last year Neiman Marcus gave a select group of niche apparel brands their first major bricks-and-mortar point of sale through a boutique-style edit.

Aimed at attracting a younger audience, the retailer's Luxe Labs debuted 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 ([see story](#)).

But the Neiman Marcus Ideas Lab is looking to take ideas such as this even further as it continues to roll out new concepts in the coming months.

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