

RETAIL

Neiman Marcus focusing on innovation to drive further growth

June 7, 2018



Neiman Marcus' revenues have stabilized. Image credit: Neiman Marcus

By STAFF REPORTS

Retail group Neiman Marcus says it has seen success with its strategy centered on digital retail and exclusives.

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

For the third quarter of fiscal year 2018, the company's revenues were up 4.8 percent year-over-year. Neiman Marcus Group's sales are showing signs of stabilization, following three consecutive quarters of growth.

Retail strategy

Neiman Marcus Group includes its namesake Neiman Marcus brand, as well as Bergdorf Goodman, MyTheresa and Last Call. For the third quarter ended April 28, Neiman Marcus Group's revenues totaled \$1.17 billion.

Comparable sales were up 6 percent, and the company reported less net loss than in the third quarter of 2017.

For the first three quarters of fiscal 2018, the group's revenues were \$3.77 billion, and increase of 5.1 percent year-over-year.

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



Neiman Marcus Group has adopted a "Digital First" strategy. Image credit: Neiman Marcus

As of the second quarter, 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.

Along with focusing on digital, Neiman Marcus is planning to seek out partnerships to offer its customers exclusives and emerging labels ([see story](#)).

"Our strategy is working, so we will continue to be laser-focused on areas that set us apart from competitors innovation that enhances the customer experience, a strong high-performance culture and new partnerships with both emerging and industry-leading luxury brands," said Geoffroy van Raemdonck, CEO of Neiman Marcus Group, in a statement. "Our customers trust us to be a curator of trends today and tomorrow, and we are delivering for them."

One piece of Neiman Marcus' strategy is experience. The department store 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."

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.