

APPAREL AND ACCESSORIES

Neiman Marcus partners with menswear subscription box service DappStyled

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Neiman Marcus will supply the clothing for DappStyled. Image credit: DappStyled

By DANNY PARISI

Subscription box service for men's fashion DappStyled has landed a partnership with Neiman Marcus Group to serve as its supplier.

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The service, which just launched at the end of February, is looking to reinvent the way subscription boxes work by giving customers more control over what items they receive each month. Neiman Marcus has signed on to provide name-brand apparel for the service and act as its main supplier.

"We asked Neiman Marcus to be our supplier because we heard they were looking to get into subscription boxes," said Max King, cofounder and director of operations for **DappStyled**, New York. "We can sell at a lower price because we don't have the confines of brick-and-mortar."

Subscription box

The subscription box business has proven incredibly popular in the modern fashion world.

Services such as Trunk Club for fashion or Eleven James for watches have given customers a bespoke way of getting new products at regular intervals, helping them discover new brands and try things they may not have necessarily picked up on their own.

But DappStyled perceived a gap in this system that it has been trying to fill. Many of these boxes require a lot of effort to set up and take several cycles of sending things back before the stylists really "get" a customer's preferences.



DappStyled launched earlier this year. Image credit: Neiman Marcus

DappStyled makes every product shipped in its boxes viewable online beforehand, allowing customers to have more control over what they receive and making the personalization process smoother.

The service has partnered with Neiman Marcus to be its main supplier, ensuring that customers receive high quality, name brand pieces from Neiman Marcus' shelves at a discount.

"There's been a hole in this subscription box system," Mr. King said. "You go through a lot of prep, there's a lot of information to fill out, you have to talk to a stylist to figure out what you like.

"It seems like so much effort you might as well go to the store," he said. "But our idea was what if stylists put together a few outfits that you could mix and match? What if you could see the stuff on the Web site before you order it?"

Innovation

Starting with the success of Birchbox, subscription boxes have become increasingly popular over the last few years, but a viable fashion subscription box of luxury goods has yet to really appear.

A look at the current landscape seems to suggest that the market is ready for it however, with a large number of fashion-oriented subscription boxes popping up at a variety of price points. Stitch Fix, one such fashion subscription service, was one of the top 10 retailers for online apparel sales in 2016, according to NPD ([see story](#)).

Neiman Marcus taking a chance on DappStyled is consistent with the retailer's strategy recently. Neiman Marcus Group says it has seen success with its strategy centered on digital retail and exclusives.



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

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.

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 ([see story](#)).

"Our boxes rotate every two weeks," Mr. King said. "We're also planning to let customers build their own box but that's not launched yet.

"Everything we have, since you get from Neiman Marcus, it's big names like Karl Lagerfeld, etc.," he said. "You know what you're getting is quality."

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