

RETAIL

Neiman Marcus' fall magalog spotlights new season, store

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Neiman Marcus The Art of Fashion campaign. Image credit: Neiman Marcus

By SARAH JONES

Department store chain Neiman Marcus is heralding its upcoming New York debut through a city-centric spread in its fall magalog.

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The September issue of The Book features a photo shoot that celebrates local sights and experiences. While still months away, Neiman Marcus is getting the word out and drumming up excitement for its Manhattan premiere.

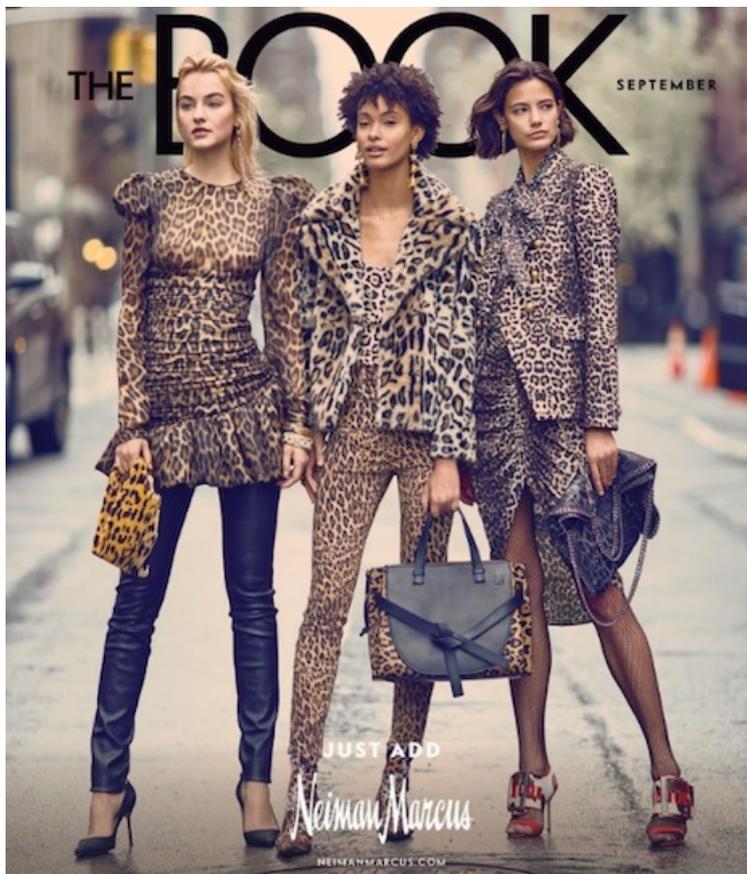
"Neiman Marcus loves New York," said Yujin Heo, vice president of brand creative for [Neiman Marcus Group](#), Dallas. "And Neiman Marcus and NYC have a lot in common: an appreciation for fashion, culture and art."

"By recreating iconic New York moments through the Neiman Marcus lens we're announcing the upcoming opening of our Hudson Yards store in March 2019," she said. "Extraordinary moments like enjoying a hot dog while dressed to the nines in a designer gown actually do happen in Manhattan."

"We wanted to capture and celebrate the attitude of being yourself in New York against iconic backdrops featuring the Brooklyn Bridge, Times Square, Central Park and of course the new neighborhood of Hudson Yards."

Neiman in New York

The cover of Neiman Marcus' September Book features a trio of women in leopard print outfits, demonstrating a major trend from the runways.



Cover of Neiman Marcus' *The Book* from September 2018. Image credit: Neiman Marcus

Ads for Gucci, Ralph Lauren and Van Cleef & Arpels open *The Book*, while Chanel Beauty took a placement opposite a letter from Jim Gold, president and chief marketing officer of the retailer.

Following a front-of-book section that highlights launches such as Dolce & Gabbana's Smeg appliances and home decorating tips, the magalog turns to editorial fashion shoots.

The latest in Neiman Marcus' biannual "The Art of Fashion" campaign stars model Hilary Rhoda wearing fall fashions on the streets of New York. Shot by Giampaolo Sgura, the series is set in key locales such as Katz's Delicatessen and Times Square.

Elevating the everyday, Ms. Rhoda wears a Calvin Klein ensemble complete with a balaclava to a Neiman Marcus construction site. She also appears chowing down on a soft pretzel in a Valentino ball gown or grocery shopping in a fringed Dolce & Gabbana dress.

A shot also finds the model high above the ground in front of Hudson Yards, where Neiman Marcus' first New York location will be.

An introduction to the editorial asks, "How do you make one of the greatest cities in the world even better?" To which it replies, "Just add Neiman Marcus."

While the brand has stores in the New York suburbs, it will be making its debut in Manhattan next March ([see story](#)).

"Our 'The Art of Fashion' shoot is the drum roll leading up to our big grand opening in March 2019," Ms. Heo said. "Capturing signature New York scenes is our creative way of introducing Neiman Marcus to one of the greatest cities in the world.

"The 190,000 square foot, multi-level store will be perfectly positioned in the center of Hudson Yards offering a perfect mix of local flavor, extraordinary experiences and the world's most desired brands," she said. "How can we make the New York experience even better? Just add Neiman Marcus."

Just Add Neiman Marcus: The Art of Fashion Fall 2018

In addition to running in the magazine, *The Art of Fashion* serves as the retailer's advertising campaign for the season in glossies including *Vogue*.

Another shoot in the issue highlights fall's maximalist trends such as sequins and peacock hues.

Reflecting Neiman Marcus' emphasis on exclusives, the issue also features a spread of designer collaborations with the retailer. The department store's buyers work with brands to achieve looks that are only available through its retail channels.



Neiman Marcus highlights its exclusive in The Book. Image credit: Neiman Marcus

A dedicated Chanel photo shoot takes place in a greenhouse, bringing together fashion and foliage.

Eleanor Lambert, the model-writer-activist daughter of Diane Lane and Christopher Lambert, also makes an appearance in the issue in a profile.

Other spreads spotlight Brunello Cucinelli's fall fashions and highlight what to wear where.

An ad for Regent Seven Seas Cruises closes the issue.

Magalog marketing

In 2014, Neiman Marcus' The Art of Fashion celebrated its 20th anniversary with the September issue of The Book, its print and digital magalog.

The Art of Fashion is usually limited to one photo spread in the magazine in both September and March issues, but for this milestone, Neiman Marcus dedicated the entire special edition to presenting artful apparel and accessories, bringing back some of the photographers from previous campaigns. This thematic content may make the magalog a collector's item for Neiman Marcus consumers, elevating the mailer beyond just an advertisement for the store ([see story](#)).

Fellow Neiman Marcus Group retailer Bergdorf Goodman also leverages editorial content to engage consumers. Bergdorf Goodman recently transported consumers to New Orleans, LA to debut its latest collections.

For the pre-fall edition of its branded magazine, the retailer partnered with the New Orleans Tourism Marketing Corporation to shoot a cover spread in the Southern city. Launched at the start of summer vacation season, the issue offered both fashion and travel inspiration ([see story](#)).

"Our catalog division is part of our overall 360-degree content strategy and offers a relevant delivery method for customers," Ms. Heo said. "As the world continues to move more towards a digital platform, we have evolved our strategy to be digestible in a number of formats based on the customer's preference.

"Our Christmas Book is the most iconic of all of our catalogs," she said. "In its 92nd year of publication, the book has come a long way.

"It has evolved into a 150+ page book plus a robust digital platform that features products, editorial content and Neiman Marcus' famous Fantasy Gifts. The Christmas Book and the Fantasy Gifts set us apart from the competition. It is what many of our customers think of when they think 'Neiman Marcus.'"

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