

FRAGRANCE AND PERSONAL CARE

## Neiman Marcus stays on-trend in beauty with new offering

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*Cannuka CBD beauty products are now offered as part of Neiman Marcus Trending Beauty. Image credit: Neiman Marcus*

By BRIELLE JAEKEL

Department store chain Neiman Marcus is continuing its mission to advance in the beauty space, as it adopts a new ahead-of-the-crowd assortment likely to surprise beauty fans.

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Neiman Marcus will now be stocking its beauty shelves with high-end CBD products, also known as Cannabis beauty products, hitting an emerging trend early on. The new offering is part of the department store's Trending Beauty initiative, in the hopes of tapping into the potential of more unknown brands and products.

"When launching new product categories such as CBD, we selected 20 millennial-aged assistant buyers, merchandise planners and coordinators from the beauty merchant division to discover credible brands and trends within the beauty realm," said Kim D'Angelo, beauty buyer at **Neiman Marcus**. "The team single-handedly sources, vets and establishes these brands as Neiman Marcus vendors, looking largely to social media for newness."

Trending beauty

Sagely Naturals, Cannuka, Cannabliss Organic, Code of Harmony, Ildi Pekar, Vertly and Yuyo Botanics are some of the brands Neiman Marcus is offering as part of its CBD inventory.

As this sector of beauty continues to grow, Neiman Marcus is hoping to tap into its potential to aid in wellness and beauty. Tapping into the CBD trend is part of Neiman Marcus leaning into the larger trend of wellness in beauty.



*Code of Harmony Glo-Berry. Image credit: Neiman Marcus*

Consumers care now more than ever about the ingredients in the products they put into their bodies and on their skin. These brands are using CBD to help ensure shoppers know where their products are coming from and that they are not putting anything harmful in or on their bodies.

Neiman Marcus plans on rolling out greater CBD offerings, including more brands and products.

The retailer has stated that these products are known to have stress and pain relief management properties. The store's CBD product inventory features items that can reduce redness, irritation and acne.

Products such as balms, lotions, soaps, oils, serums and masks make up the CBD inventory line.

The Cannabliss Organic Revitalizing Face Serum tops the list as the priciest product, with a retail price of \$120. Others on the shelves include Code of Harmony Glo-Berry Glistening Skin Oil Serum and Vertly Hemp Infused Relief Lotion, both for \$48, Cannuka CBD Calming Eye Balm for \$38 and Sagely Naturals Relief and Recovery Cream for \$35.99.



*Cannabliss Revitalizing Serum. Image credit: Neiman Marcus*

Neiman Marcus Beverly Hills, Neiman Marcus Fashion Island, Neiman Marcus San Francisco, Neiman Marcus Boston and Neiman Marcus Denver are the first locations to include the CBD lineup.

Neiman Marcus initiatives

Neiman Marcus first opened its Trending Beauty shop stocked with brands discovered using nontraditional scouting methods in November 2017.

Starting with a bricks-and-mortar presence at Neiman Marcus' NorthPark Center store in Dallas and placement on the retailer's ecommerce site, Trending Beauty features modern labels in makeup, skin care and self-care. Recently, in an effort to cater more to the next generations of shoppers, retailers have focused on finding new, more under-the-radar merchandise ([see story](#)).

Luxury consumers demand the finest goods and services, and cannabis is no exception.

A report from Emerging Insider found that the majority of high-net-worth cannabis consumers would prefer to spend a large sum for high quality, luxury cannabis experiences. Whether that be in the form of rare strains of the plant or in custom, luxury equipment for consuming cannabis, 74 percent of consumers said they would spend \$300 or more on cannabis, and 30 percent said they would spend up to \$1,000 ([see story](#)).

"CBD beauty products have really taken off recently," Ms. D'Angelo said. "Consumers are seeing the benefits of using products with this ingredient and because of this, there is a demand for high-end CBD products.

"We are excited to be one of the first luxury retailers to offer this product category to customers online and in-store," she said.