

RETAIL

## Neiman Marcus banks on beauty with Blvd partnership

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*Neiman Marcus Blvd offers a multi-brand beauty environment. Image credit: Blvd*

By STAFF REPORTS

Department store chain Neiman Marcus is putting further emphasis on beauty as it rolls out new services in partnership with Hudson Blvd Group.

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Starting with the retailer's Short Hills, NJ location and upcoming Hudson Yards store in New York, Neiman Marcus will be offering shoppers access to everything from blowouts to nail art. Increasingly, the department store is serving as a venue for more than shopping, as retailers look to build experiences that encourage dwell time and foot traffic.

"Neiman Marcus has been devoted to offering luxury experiences with the highest level of customer service since 1907," said Robert Hughes, senior vice president of stores at Neiman Marcus, in a statement. "This partnership with Hudson Blvd Group further elevates Neiman Marcus at the forefront of retail innovation through the introduction of a personalized beauty services experience that helps our customers look and feel their best."

Salon services

Hudson Blvd Group is a collection of beauty service brands, including DreamDry, Pucker, Valley Nails and Spruce & Bond.

DreamDry centers on blowouts, while Pucker offers eyelash extensions. Valley Nails creates manicures and nail art using cruelty-free products, and Spruce & Bond specializes in services such as hair removal, chemical peels and eyebrow shaping and tinting.

At Neiman Marcus, the services will be positioned in a multi-brand beauty area.

"Hudson Blvd Group partnered with Neiman Marcus to provide our like-minded clients a premium beauty experience," said Robin Moraetes, president of Hudson Blvd Group, in a statement. "Blvd is the new standard in beauty services and is the first of its kind."

"We have reinvented the traditional full-service salon model by bringing the best in beauty service brands together under one roof, and offering clients their favorite specialty beauty brands in one convenient, luxury experience," she said.

Consumers who are members of Neiman Marcus' InCircle rewards program can cash in points for Blvd services. The Short Hills store will begin offering Blvd appointments on Feb. 1, while Hudson Yards will open in March.



*Neiman Marcus' in-store beauty salon; photo by Elizabeth Lippman, courtesy of DreamDry*

This latest move builds on Neiman Marcus' existing relationship with Hudson Blvd Group.

In 2017, the retailer brought DreamDry salons to select locations, including stores in Atlanta, Las Vegas and Newport Beach, CA ([see story](#)).

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