

RETAIL

Neiman Marcus embraces travel culture in experiential campaign

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Neiman Marcus introduces Art of Travel capsule and editorial. Image credit: Neiman Marcus

By BRIELLE JAEKEL

As experiential travel continues its upward momentum, department store chain Neiman Marcus is taking this notion head-on with a new travel guide that incorporates its retail endeavors into experiences.

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Neiman Marcus experts have curated a capsule collection named "The Art of Travel," which combines experiences, retail and editorial. In the new retail environment, department stores need to work to create immersive initiatives such as this to cater to the distracted consumer of today.

"We are inspiring our customers to travel through innovative in-store visuals and travel shops in all our stores," said Theresa Palermo, senior vice president, brand marketing & public relations at Neiman Marcus Group. "Each store will have the perfect social photo backdrop, from giant airport departure boards to life size travel trunks and travel themed vitrines.

"Select stores will also execute travel-themed activations with our brand partners," she said. "We are always looking to surprise and delight our customers by offering innovative in-store experiences to amplify our initiatives."

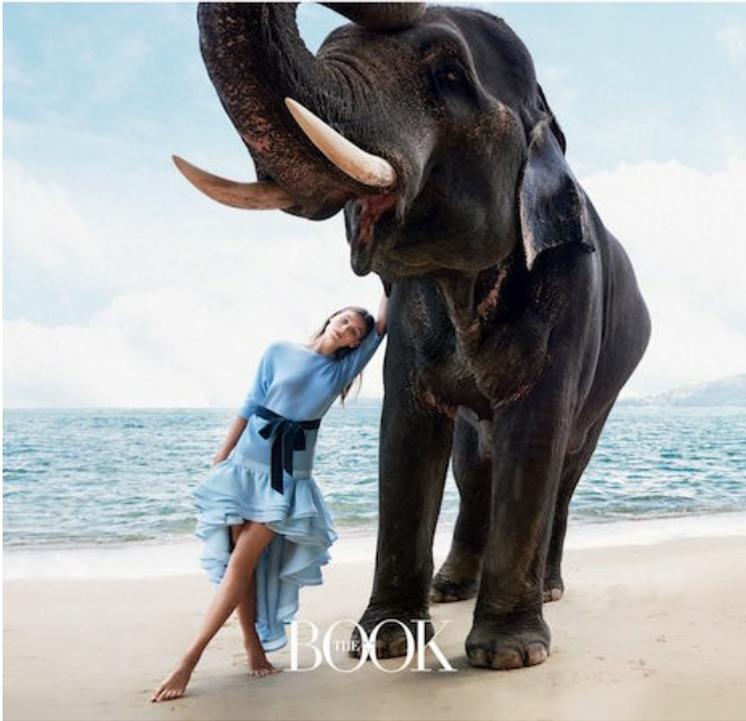
Retail and travel

The Neiman Marcus Spring Book will feature a variety of travel-based content, including destination guides, fashion tips from travel experts, suggested itineraries and packing lists.

NEIMAN MARCUS

SPRING 2019

presents
THE ART OF TRAVEL



Neiman Marcus' Art of Travel. Image credit: Neiman Marcus

Debuting on March 1, the collection will be available until May online and in-stores, where Neiman Marcus locations will be transformed into travel hubs. Special window displays and presentations inside will feature vitrines and visual towers.

The Art of Travel will have a dedicated landing page on Neiman Marcus' Web site, where interested users can learn all about the campaign, products and editorials.

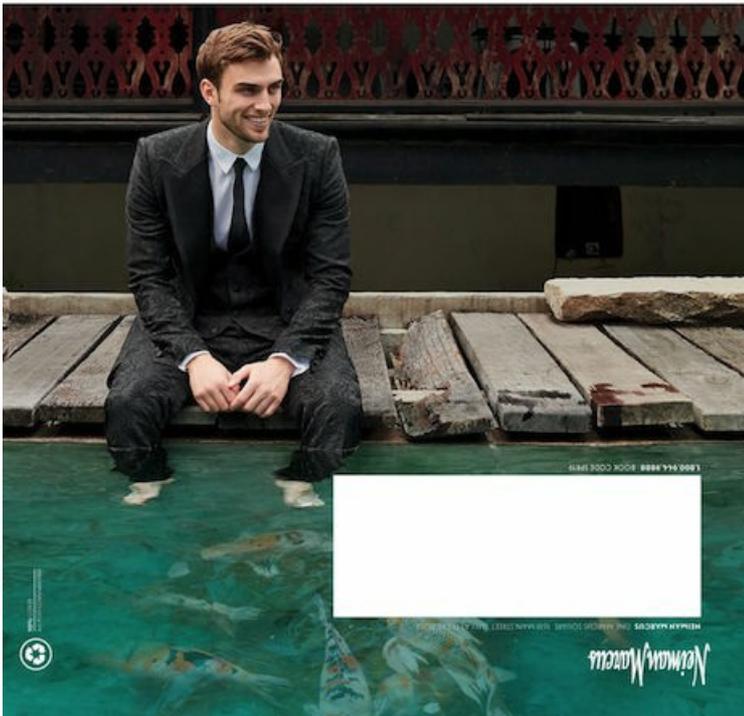
In addition to the guides, big names throughout multiple industries will share their input on travel, such as designer Christian Louboutin discussing why travel is such an important part of his life, Alice and Olivia's CEO revealing how to avoid jet lag and designer Camilla Franks explaining how to disconnect while on vacation.

A variety of visuals will be provided in the editorial as well, captured in partnership with Tourism Ireland, Tourism Authority of Thailand, Audley Travel and MSC Cruises, by photographers Phil Poynter, Agata Pospieszynska, Billy Kidd, Jeff Stephens, Greg Lotus and John Balsom.

NEIMAN MARCUS

BOOK SPRING 2019

presents
THE ART OF TRAVEL



Neiman Marcus' Art of Travel. Image credit: Neiman Marcus

The collection will feature a number of exclusive products, specific to Neiman Marcus' focus on travel, including handbags, fashion, beauty and men's. Neiman Marcus says it will have 500 exclusive products from each of its departments.

Brand experiences

Brands and retailers have now learned to incorporate travel into their strategies for a more modern take.

For instance, jeweler Tiffany & Co. took inspiration from its hometown for a special collection being sold solely through LVMH-owned retailer DFS.

Exclusive Tiffany T pendants modeled after the New York skyline are available in DFS T Galleria and airport stores for six months. While this partnership allows DFS to bring something new and different to its shoppers, it also enables Tiffany to reach consumers in the booming travel retail market ([see story](#)).

Lalique also brought its crystal wares to new heights through an alliance with Singapore Airlines.

Through the partnership, the airline retails co-branded in-flight products such as toiletries and glassware in its suites and first class cabins. For Lalique, this represents an opportunity to introduce its brand range to a captive audience of affluent travelers ([see story](#)).

"This initiative is a holistic campaign that involves every aspect of marketing," Ms. Palermo said. "The Art of Travel is comprised of nearly 600 exclusive products from all merchant divisions within the company.

"The program is meant to be immersive and inspiring. Not only are we selling travel-related merchandise, but we are also offering our customers insider tips on places to visit as well as travel recommendations from iconic designers including Christian Louboutin, Stacey Bendet and Sophia Webster, to name a few.

"We are always looking for more ways to connect to our customers other than just through a fashion lens. The Art of Travel is a perfect example this."