

RETAIL

## Neiman Marcus steps up game with Kate Upton in spring campaign

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*Kate Upton modeling looks for U.S. department store chain Neiman Marcus' spring 2020 campaign. Image courtesy of Neiman Marcus*

By DIANNA DILWORTH

U.S. department store chain Neiman Marcus has tapped model and actress Kate Upton for its new spring campaign that relies heavily on a strategy of personal discovery and individual curation.

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The campaign's theme focuses on how customers can use fashion and style to help build, enjoy and experience their own journeys, wherever they are headed. The multichannel campaign includes a video series, Web site curation, email, social media and events across the retailer's 43 stores.

"Our spring campaign gives our customers the tips and confidence to find the right pieces for her wardrobe, wherever her life takes her," said Lana Todorovich, president and chief merchandising officer of Neiman Marcus, Irving, TX. "It could be from updating her closet with statement pieces, to what to pack for an exciting vacation.

"Spring signals a new beginning and is all about renewal and discovering new inspirations and styles," she said.

**Neiman Marcus** is one of the leading luxury department stores in the United States, also running the famed Bergdorf Goodman men and women's retail stores in New York.



*Kate Upton going for the classic chic look in Neiman Marcus' spring 2020 campaign. Image courtesy of Neiman Marcus*

#### Video gaga

The Neiman Marcus campaign features Ms. Upton alongside celebrity stylist Erin Walsh in a three-part video series.

The spring campaign targets the luxury fashion customer who is looking to stay on top of the season's trends.

"Through this video series, we are able to reach our customers where they are scrolling through their social feeds and spending time looking for inspiration," Ms. Todorovich said.

In the first video, Ms. Upton and Ms. Walsh discuss dressing for success and how to put together modern suits. They highlight colors that work well and how an item can be dressed up for a power meeting and alternatively dressed down for a Saturday afternoon.

One segment is titled, "A colored blazer works for dress-up & jeans."

As the women discuss how and where to wear the looks, the brand names appear on screen. Veronica Beard, Rag & Bone and Stuart Weitzman are among those brands named.

Two videos will be released every two weeks after the initial launch to keep the momentum around the campaign going.

The second video will focus on on-trend wardrobe essentials for travel. The third will look at how to build a transformative wardrobe.

"Our customers look to Neiman's to help them refresh their current wardrobe with new pieces from each season," Ms. Todorovich said.

"Kate and Erin's video series is a perfect way to give our customer access to two women who strive to look their best while doing it all," she said.



*Kate Upton models Neiman Marcus' spring looks in latest campaign. Image courtesy of Neiman Marcus.*

Doing it all

The spring campaign comes off a busy period for the retailer.

Neiman Marcus was named *Luxury Daily's* 2019 Retailer of the Year for its embrace of emerging categories, a new market and the circular economy ([see story](#)).

Neiman Marcus Group's boldest move last year was the opening of its first Neiman Marcus store in New York, as it entered the competitive retail market. Located within Manhattan's Hudson Yards, the three-level, 190,000-square-foot store features shopping alongside experiences. ([see story](#)).

This latest campaign comes half a year after the retailer announced a plan to focus on long-term growth after its comparable sales fell 1.5 percent in the third quarter of the 2019 fiscal year. For the quarter ended April 27, Neiman Marcus' total revenues were \$1.1 billion. Neiman Marcus attributed its sales decline to a promotional retail environment ([see story](#)).

Working with top stars in a trend for Neimans. The retailer recruited actress Rachel Brosnahan, known for Amazon's "The Marvelous Mrs. Maisel," to reveal the holiday season Fantasy Gifts in a video series. The 2019 lineup leaned towards experiential gifts, with several involving iconic luxury brands including Aston Martin and Christian Louboutin ([see story](#)).

This season Neiman Marcus has a colorful assortment of spring trends aimed at inspiring customers to play up their personal style and rediscover the fun of getting dressed.



*Kate Upton models Neiman Marcus' spring looks in latest campaign. Image courtesy of Neiman Marcus.*

WITH THE LATEST spring campaign, the brand maintains its momentum of using video to work with a celebrity influencer with content aimed at helping women build their wardrobes with pieces from iconic luxury brands.

"Kate is a great representation of our customer," Ms. Todorovich said. "She's a mom, entrepreneur, businesswoman and philanthropist. And she faces the same struggles our customers do - trying to do it all!"

[View this post on Instagram](#)

We teamed up with celeb stylist @erinwalshnyc and model and actress @kateupton to bring you an insider's take on the season's top suiting, plus style tips. #NeimanMarcus #KateUpton

A post shared by Neiman Marcus (@neimanmarcus) on Feb 17, 2020 at 3:20pm PST

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