

MARKETING

## Neiman Marcus men's spring campaign enlists influencers for favorite-city vignettes

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*Matt Bomer stars in the Neiman Marcus men's spring campaign. Image courtesy of Neiman Marcus*

By DIANNA DILWORTH

U.S. department store chain Neiman Marcus has kicked off its men's spring campaign in a strategic effort that shows off the new line through personal video vignettes of influencers in their favorite cities.

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Actor, director and producer Matt Bomer, musician and author Troy Andrews, and restaurateur Michael Chernow star in the three-part branded content series called "Stomping Grounds."

The stars give viewers an insider glimpse of the cities that have inspired them in the videos.

**Neiman Marcus**, Irving, TX, is one of the leading department store chains in the United States and also the owner of New York retail landmark, Bergdorf Goodman.



Flaunt, haunt and jaunt

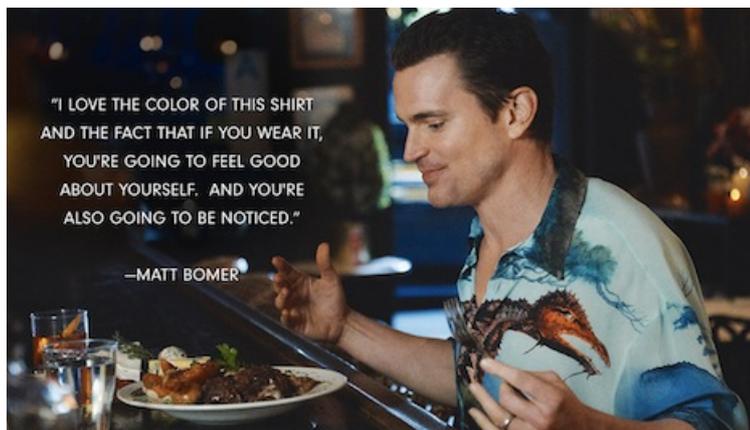
In the first episode of "Stomping Grounds," Mr. Bomer wanders around his favorite haunts in Los Angeles from the

Warner Bros. set of a New York block to the real-life bodega to Counterpoint Records & Books and iconic restaurant and bar La Poubelle.

As he explores these locations, Mr. Bomer's voiceover describes his inspiration for the city, which he began visiting as a New York resident.

Throughout the spot, Mr. Bomer wears different outfits from the Neiman Marcus men's spring collection and discusses how it feels to wear these clothes and the effect it has to wear these designs. His message: Doing so will make you stand out in a crowd.

Apparel by Salvatore Ferragamo, Valentino and Dolce & Gabbana are among the brands worn by Mr. Bomer. Neiman Marcus has created a [shop-the-look feature on its Web site](#), where viewers can purchase the items worn in the vignette.



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### Appealing to millennials

Neiman Marcus is looking to break its old school reputation and attract younger stylish men into its stores with this effort.

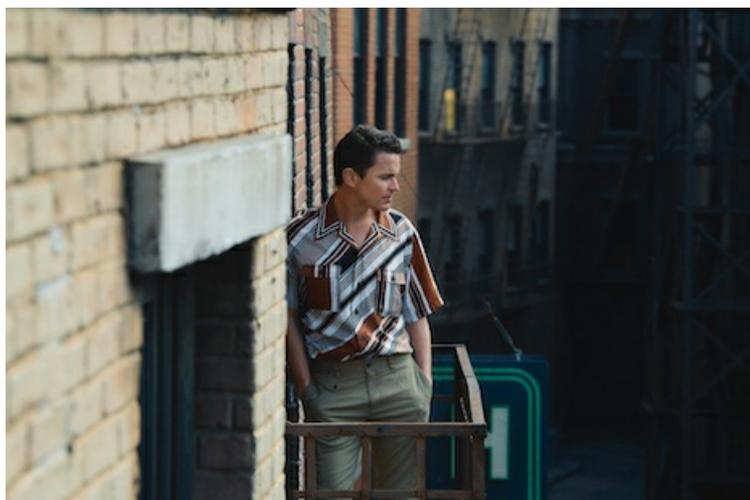
Storytelling and an influencer in contemporary looks is a way to appeal to millennials and Gen Z, who want their looks to connect to their love of film and music.

Mr. Bomer visits a record store and a venue in the spot and talks about the clothes as both comfortable and stylish, elements that would stand out among this demographic.

"I'm loving the vibe of this printed short-sleeve shirt," Mr. Bomer said in the video. "It's comfortable and it's a great way to make a statement."

The brand has been targeting younger audiences in recent years.

The retailer teamed with subscription box service for men's fashion, DappStyled, to supply contemporary gear to men. DappStyled, which aims to deliver more control for consumers, partnered with Neiman Marcus to provide name-brand apparel for the service and act as its main supplier ([see story](#)), though the retailer no longer works with the subscription service.



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### Stomping New York and New Orleans

The next installment of the Stomping Grounds series will feature musician Troy Andrews wearing a Versace tie-dye T-shirt and sneakers in New Orleans.

The third episode will feature restaurateur Michael Chernow wearing David Yurman jewelry, while he shows people his favorite spots in New York.

The content from these videos will be featured on Neiman Marcus' [Web site](#), email and social media pages, and as well as through in-store signage.

The videos are also featured as sponsored content on affluent men's lifestyle site InsideHook.

*Actor Matt Bomer models spring's top fashion in Neiman Marcus' men's spring campaign*

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