

RETAIL

## Neiman Marcus puts glam twist on 'new normal' for fall campaign

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*Neiman's fall campaign focuses on the 'new normal.' Image credit: Neiman Marcus*

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By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus is celebrating the magic of everyday in its latest fall campaign.

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"Neiman's State of Mind" is a digital take on the luxury retailer's Fall Book and this year's effort is reflective of the current state of the world. This is apparent in both the imagery as well as the expanded services offered by Neiman Marcus.

"The concept of Neiman's State of Mind really speaks to me," said Lana Todorovich, president and chief merchandising officer at Neiman Marcus, in a statement. "Our lifestyles have changed, our work has changed, our social lives have changed, but what hasn't changed is our ability to choose our state of mind."

"A Neiman's State of Mind is one all of our customers can adopt," she said. "It is the choice to find magic in the every day, to elevate our wardrobes, our homes, or our beauty routines, and to connect and forge deeper relationships."

### Neiman's State of Mind

The Neiman's State of Mind campaign is live on the retailer's website with editorial images, video and text. More features will be revealed throughout the fall.

While the stories do not mention the pandemic by name, there are references to shoppers spending more time at home. For instance, one of the hero images shows a model wearing a glamorous gown while eating on a kitchen counter.

One fall fashion roundup focuses on pieces that can be seen in video calls, such as statement blouses, cardigans and pendant necklaces.



*Cashmere cardigans are one way for employees to elevate their remote work wardrobes. Image credit: Neiman Marcus*

"With so much of our interaction happening virtually, what you wear above the waist matters most!," the editorial reads. "Be ready for every video call or meeting with a statement top that lets your style shine."

Another story touches on "The New Normal" with activewear and comfortable business casual attire for shoppers' "next in-home adventure." Consumers are also encouraged to dress up for a night of takeout and invest in home furnishings.

Featured luxury brands include Brunello Cucinelli, Burberry, Ermenegildo Zenga, Salvatore Ferragamo and Versace.

Neiman Marcus is also touting its enhanced services as COVID-19 has changed both in-store and online shopping.



*Shoppers and staff are required to wear face masks in-store. Image credit: Neiman Marcus*

Your Neiman's allows shoppers to make a personal appointment in-store, opt for curbside pickup, learn about new trends and designers during virtual events and engage via video with a style advisor. Customers are individually matched with a stylist based on their preferences.

The retailer has also instituted a range of measures to keep shoppers and employees safe from infections, including temperature checks for staff and required face masks for employees and shoppers ([see story](#)).