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Neiman Marcus looks forward with merchandising, personnel advancements

January 28, 2021



Neiman Marcus makes new investments in hopes of coming out as a top luxury retailer. Image credit: Neiman Marcus Group

By LUXURY DAILY NEWS SERVICE

U.S. retail company Neiman Marcus Group is reshaping the luxury customer experience with advances in digital, merchandising and supply chain through new investments and key hires.

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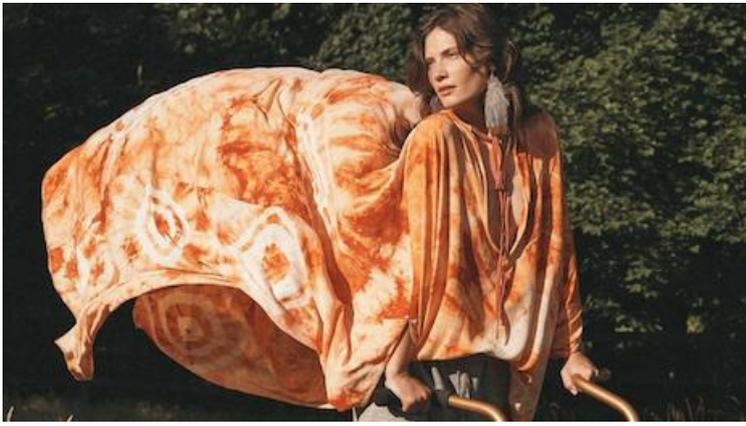
After emerging from Chapter 11 bankruptcy in September 2020, the company is now working towards becoming the preeminent luxury customer platform. To accelerate growth of its unique loyal luxury customer base, Neiman Marcus is investing in the enhancement of the customer journey by grouping technology, digital products and advanced analytics under one leader and directing capital to these areas.

"We have incredibly strong relationships with our brand partners and are evolving our collaboration from being a distribution channel for them to an increased value creation opportunity," said Lana Todorovich, president and chief merchandising officer of Neiman Marcus, in a statement. "We will ensure Neiman Marcus further enhances the value we provide to brand partners through maximizing their access to our luxury customers, providing additional customer and assortment insights, and aligning on the renovation plans for six of our stores within the next 18 months."

New and improved Neiman Marcus

The retailer announced that Bob Kupbens will join as executive vice president and chief product and technology officer, effective Feb. 1.

Mr. Kupbens will bring a track record of elevating customer experiences at Apple, eBay, Delta and ADT where he held multiple senior roles overseeing ecommerce, digital products and technology. He will partner with president and chief customer officer David Goubert, president of Bergdorf Goodman Darcy Penick and Ms. Todorovich to develop new digital products and capabilities that enhance store, online and omnichannel experiences at both brands.



Sunset-hued silk caftan from Tom Ford available at Neiman Marcus. Image credit: Neiman Marcus

Mr. Kupbens will also accelerate the growth of the company's analytics capabilities, scale personalization of customer experience to a broader set of customers and curate the personalized assortments.

Neiman Marcus Group also plans to create a new general manager of brand partnerships and merchandising role in the Neiman Marcus brand, led by Paolo Riva and reporting to Ms. Todorovich. Mr. Riva last served as CEO of Victoria Beckham and has held supporting senior global roles at Valentino, Diane von Furstenberg, Ferragamo and Tory Burch.

To support one of the larger multi-brand luxury online businesses and to fuel its growth, Neiman Marcus Group is investing \$85 million gross in supply chain innovation, specifically systems and fulfillment centers. The company is implementing a new order management system, a new warehouse system and investments in the company's Pinnacle Park distribution facility.

These investments should allow the company to adopt new ways of working, invest in innovative technology and data analytics and redeploy resources to enhance relationships with customers and brand partners to strengthen the company's digital ecosystem.

In September 2020, Neiman Marcus Holding Company Inc., formerly known as Neiman Marcus Group Ltd. LLC, emerged from voluntary Chapter 11 protection after completing its restructuring process and implementing its plan of reorganization. The company came out with new creditors and equity shareholders, without the \$4 billion-plus in existing debt and more than \$200 million of annual cash interest expense ([see story](#)).

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