

RETAIL

## Neiman Marcus spotlights diversity for Black History Month

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*Balmain is featured in the Spotlight on Diversity edit from Neiman Marcus. Image credit: Neiman Marcus*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group has launched its Black History Month campaign focusing on uplifting Black excellence.

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As part of its "Celebrating Black History by Supporting Black Futures" campaign, Neiman Marcus will host virtual events and showcasing Black businesses and designers on its ecommerce site. The group will also continue to support various philanthropic efforts that work with Black communities.

"Neiman Marcus Group is investing in a strong foundation of educational support, mentoring, and leadership skills, which are all crucial to the success of our communities," said Amber Seikaly, vice president, ESG and chief communications officer at NMG, in a statement. "We have a commitment to serving communities across the U.S., and we're thrilled to continue supporting organizations that build brighter futures."

### Black futures

To celebrate Black History Month, the retailer is highlighting Black-owned and Black-designed brands in its ["Spotlight on Diversity" edit](#).

Featured brands include ready-to-wear womenswear label Cushnie, home furnishings brand Joseph William and skincare brand Epara. Streetwear label Off-White, helmed by designer Virgil Abloh, and French fashion label Balmain, led by creative director Olivier Rousteing, are also spotlighted.

"NMG is a place where everyone belongs, where diversity is valued, and where showing up as your full and authentic self is expected," said Eric Severson, chief people and belonging officer at NMG, in a statement. "As we progress on our Belonging journey, our people and their voices are a priceless way we highlight the excellence that makes up our company."

Later this month, Neiman Marcus will host Pulitzer Prize winner Nikole Hannah-Jones in a fireside chat with the group's chief legal counsel, Tracy Preston. Ms. Hannah-Jones is known as for her work covering racial injustice, including the creation of the 1619 Project.

NMG will also make a donation to the Ida B. Wells Society for Investigative Reporting as part of the collaboration with Ms. Hannah-Jones.

The retailer will also establish or continue other philanthropic partnerships by financially supporting the Boys & Girls Clubs of America, the Dallas Black Dance Theatre and the 100k Mentor Challenge.

The retail group has a history of supporting youth causes, particularly around its hometown of Dallas.

In 2018, Neiman Marcus worked with the Girl Scouts of Northeast Texas and Dallas' Medical City Children's Hospital kids teaching kids program to create a new Kid's Fit Menu that will be used in its 43 in-store restaurants. Part of the retailer's the Heart of Neiman Marcus Foundation, the initiative enables the company to support children with arts education ([see story](#)).

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