

RETAIL

Neiman Marcus Group partners with Human Rights Campaign for Pride Month

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Neiman Marcus Pride window display. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retail group Neiman Marcus Group is introducing several corporate and store programs to mark Pride Month in June.

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The "Celebrating Pride, Supporting LGBTQ Futures" campaign is focused on awareness, education and support for the community. Both Bergdorf Goodman and Neiman Marcus are participating in several initiatives.

"Pride Month is a moment where those who identify as LGBTQ stand proudly and celebrate the journey, the struggles, and the progress we've made as a community," said Geoffroy van Raemdonck, CEO of **Neiman Marcus Group**, in a statement. "It's been one of my missions since joining NMG to ensure that all associates feel like they belong at Neiman Marcus Group.

"As a gay man, I am personally committed to that mission and am excited to continue evolving our programs at NMG to ensure every community is seen, heard and supported," he said.

Pride Month participation

For the first time, Neiman Marcus Group will be participating in the Human Rights Campaign's Corporate Equality Index. The CEI is a national benchmarking tool on corporate policies, practices and benefits for LGBTQ employees.

As a result, Neiman Marcus Group has addressed key areas, including updating its non-discrimination policy to include protections for "gender identity and expression;" ensuring equivalency in medical and soft benefits for same- and different-sex spouses and domestic partners; equal health coverage for transgender individuals, including transition-related treatments; adopted gender transition guidelines; expanding associate trainings and strengthening LGBTQ recruitment efforts.

Both Bergdorf Goodman stores and most Neiman Marcus stores will also display Pride support window displays, in-store visuals and curated product displays.

The group is also fundraising for the Human Rights Campaign with point-of-sale donations and the sale of limited-edition lapel pins online and select stores.



The limited-edition "More Colors, More Pride" lapel pins retail for \$15. Image credit: Neiman Marcus Group

Mr. van Raemdonck is also speaking in several virtual events about his journey as an LGBTQ leader.

"As a company, we're dedicated to leading with love and fostering a community of Belonging' for all," Mr. van Raemdonck said. "I'm so proud of the impactful work NMG has done to lead with love and to nurture our Belonging' culture so that we have a work environment that continues to lead in diversity, equity and inclusion."

In April, Neiman Marcus Group introduced the development of the company's first Environmental Social Governance (ESG) team, strategy and improvements.

The new ESG team spearheading the company's approach to these issues consists of a vice president and two managers that report to the group's chief people and belonging officer Eric Severson, with quarterly oversight from Neiman Marcus Group's board of directors ([see story](#)).

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