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Neiman Marcus adds new fashion and lifestyle director

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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. retailer Neiman Marcus has named Lisa Aiken as fashion and lifestyle director, a new created role reflecting the brand's latest move in transforming its merchandising and planning teams.

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A longtime authority in the luxury ecommerce sector, Ms. Aiken will report to Lana Todorovich, president and chief merchandising officer of Neiman Marcus Group. She is the retailer's first fashion director since Ken Downing departed in 2019, after spending more than a decade as senior vice president and fashion director ([see story](#)).

"We have been on a journey to find a global fashion leader who is a digital native and will help accelerate the growth of Neiman Marcus' loyal brand portfolio with a fresh perspective," Ms. Todorovich said in a statement. "Lisa has a keen understanding of both luxury fashion and emerging brands, coupled with her expertise as a compelling storyteller of seasonal fashion messages and skills on digital platforms.

"She brings a unique perspective and further enhances the fashion and technology authority of Neiman Marcus," she said.

Fashion and lifestyle push

Ms. Aiken will begin in her new role on August 9, joining Neiman Marcus after spending more than two years as fashion and buying director at ecommerce retailer Moda Operandi. She has also held leadership roles at Net-A-Porter and Mytheresa.

In her new role, Ms. Aiken will be tasked with helping amplify the momentum of the retailer's brand portfolio. This year, Neiman Marcus has added almost 50 new brands and 20 exclusive capsules, in addition to expanding its points of distribution with its luxury partners.



Lisa Aiken is the retailer's first fashion and lifestyle director. Image credit: Neiman Marcus

"It is a privilege to be joining such a brand at the pinnacle of luxury with a world-renowned heritage but more importantly to be at the forefront of its continued evolution during such a pivotal time," Ms. Aiken said in a statement. "I look forward to partnering with the teams and all our brand partners to create a highly forward-thinking, elevated luxury brand experience for Neiman Marcus customers."

Ms. Aiken will also be responsible for identifying emerging brands, trends and services across fashion and lifestyle.

After emerging from Chapter 11 bankruptcy in September 2020, Neiman Marcus Group is working towards becoming the preeminent luxury customer platform. To accelerate the growth of its unique loyal luxury customer base, the company 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 ([see story](#)).

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