

RETAIL

Neiman Marcus to go fur-free by 2023

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Neiman Marcus is looking to meet the needs of the current luxury consumer, with a focus on sustainability. Image credit: Neiman Marcus Group

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus has announced its plans to go fully fur-free by 2023, as more retailers distance themselves from animal furs.

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This follows the retailer's recent announcement that it has created a team to identify and improve performance on material environmental, social, governance (ESG) issues across its business, including animal welfare. The company's forthcoming strategy is expected to place a strong emphasis on providing the ultimate luxury products through sustainable and ethical means.

"We are delivering an ultimate luxury experience for our customers and their evolving preferences," said Geoffroy van Raemdonck, CEO of **Neiman Marcus Group**, in a statement. "We are updating our assortment to feature multiple sustainable and ethical luxury fashion categories.

"It is clear the future is fur-free, and that includes the ultra-luxury space," he said. "As a leader in luxury retail, Neiman Marcus has an opportunity to help build a better future for our industry, and we're grateful to the Humane Society of the United States for their partnership."

Fur-free future

The new animal welfare policy applies to all Neiman Marcus Group brands, including Neiman Marcus and Bergdorf Goodman. The group will also be closing its existing fur salons.

The retailer has worked with the Humane Society of the United States on its commitment to stop using fur and drafted its animal welfare policy to align with the **Fur Free Alliance** guidelines.



Neiman Marcus will also be closing its fursalons, which offers services such as storage and cleaning. Image credit: Neiman Marcus

"We welcome this important policy from Neiman Marcus Group," said PJ Smith, director of fashion policy for the Humane Society of the United States, in a statement. "The company's fur-free pledge represents a transformational change in retail, and we applaud Neiman Marcus for making progress on an issue that so many consumers care deeply about."

The retailer plans to work with brands creating new and innovative luxury products that meet the needs of the consumer of today.

As ecommerce offerings are constantly revolutionized and people return to in-store shopping, contemporary consumers continue demanding authenticity and sustainability. Brands should evolve and adapt to meet the new consumers' needs, prioritizing ethics, including sustainability and authenticity ([see story](#)).

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