

RETAIL

Neiman Marcus re-introduces' itself with fall fashion campaign

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Image credit: Neiman Marcus

By SARAH RAMIREZ

U.S. department store chain Neiman Marcus is celebrating consumers' optimism as they re-discover a changed world with an optimistic multichannel campaign.

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Spanning multimedia print and digital advertising, native content, in-store activations and social media, the "Re-Introduce Yourself" campaign encourages consumers to immerse themselves in the changed worlds of art and fashion. The effort emphasizes the retailer's expansive offerings, including both luxury fashion and elevated services.

"Like our customers, Neiman Marcus experienced a transformation of our own," said Daz McColl, chief marketing officer at [Neiman Marcus](#), Dallas.

"'Re-Introduce Yourself' is an opportunity for us to convey how we've evolved and share our re-imagined fashion perspective and hopefulness for the future that lies ahead while inspiring our customers to stylishly and confidently follow suit," he said.

Reintroductions

Launching Aug. 9, the campaign concept was developed by the retailer's in-house creative team. Almost 100 brands are featured in the overall effort, spanning categories including women's, men's, children's, home and beauty.

Editorial images were shot in several locations, including upstate New York's sculpture park Art Omi, the Million Air runway in Dallas and New York's Pier59. Neiman Marcus enlisted photographers Yulia Gorbachenko, Alexander Neumann, Nagi Sakai and Tom Schirmacher for the campaign.

Bright blue skies and spacious green fields create a crisp sense of anticipation alluding to the turning point many are feeling as everyday life slowly resembles the pre-pandemic, albeit with newfound appreciation.

"Re-Introduce Yourself" will also be featured prominently on the retailer's homepage. Additional content will be shared throughout the season on Neiman Marcus' editorial hub, as well as social media and email, for continued reach.

Starting Aug. 30, The Book will be available in-home to shoppers. This season's catalog will include more exclusive content, including interviews with designers Gabriella Hearst and Virgil Abloh.

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