

RETAIL

## Neiman Marcus supports diverse talents, creatives for Hispanic Heritage Month

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Renowned for her effortlessly elegant collections, signature tailoring, and commitment to sustainability, Uruguayan-born, New York-based designer Gabriela Hearst is making her mark on fashion. Sharing her thoughts on shifting perspectives and responsible design, Hearst discusses what's next for her eponymous label.



*Uruguayan designer Gabriela Hearst is featured prominently in Hispanic Heritage Month efforts at NMG. Image credit: Neiman Marcus*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is celebrating Hispanic Heritage Month with in-store activations and workforce partnerships.

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For the next month, Neiman Marcus is curating displays at select stores featuring Hispanic and Latino-founded brands and designers, as well as hosting in-store events and social media activations. Additionally, NMG is collaborating with business association Prospanica and management consulting company McKinsey to build its Hispanic and Latinx talent as part of its growth strategy.

"We have a long-standing history of supporting diverse designers and brands within our Neiman Marcus and Bergdorf Goodman assortments," said Geoffroy van Raemdonck, CEO of **Neiman Marcus Group**, in a statement.

"Our merchants constantly seek out new and exciting designers that we know our customers will love," he said. "We are thrilled to currently feature many Hispanic and Latino designers and brands across multiple categories."

### Diversity efforts

During Hispanic Heritage Month, designers including Gabriela Hearst, Carolina Herrera, Johanna Ortiz, Tata Harper, Manolo Blahnik, Oscar de la Renta, Narcisco Rodriquez, Paco Rabanne and more will be featured in windows at 14 Neiman Marcus stores across the U.S.

The NMG Consumer Insights team turned to multicultural insights to curate the displays, which will feature products across categories to speak to family-friendly values and inspire creativity. Vibrant cultural prints and designers' heritages will also be explored.

At the Neiman Marcus location in Boca Raton, FL, a pop-up art gallery will exclusively highlight local Hispanic artists through Oct. 10.



*The Boca Raton is one of several that will be hosting in-store activations. Image credit: Neiman Marcus*

Farther south at the Coral Gables store, Karla Martinez, editor in chief of *Vogue Mexico* and *Vogue Latin America*, will host a master class on Oct. 5. In partnership with Neiman Marcus style advisors, the in-store activation and supporting media will showcase new trends and collections.

NMG's Bergdorf Goodman will spotlight Hispanic and Latino creatives as part of its weekly Instagram series, "Voices of Now." Participants include Ms. Ortiz, designer Maria Cornejo and model and influencer Genai Nakama.

To better recruit top Hispanic and Latinx talent, NMG is partnering with Prospanica, a national association of Hispanic MBAs and business professionals.

The NMG talent acquisition team will attend this month's Prospanica's Conference and Career Expo to recruit and network with attendees. The retailer will also donate to the Prospanica Foundation Scholarship, which provides academic scholarships to undergraduate and graduate students of Hispanic heritage.

"We now have a unique opportunity to recruit professionals from this thriving community across all levels of the organization and grow Hispanic and Latino representation in leadership roles," said Eric Severson, chief people and belonging officer at NMG, in a statement.

Within the company, NMG will pilot McKinsey's Connected Leader Academy to help develop and promote existing talent. Participants will be able to opportunity with top Hispanic talent from across the U.S. and strengthen skillsets.

All associates are also invited to an exclusive chat with Ms. Hearst, which will cover her heritage and how it influences her work. She is also featured in an interview in Neiman Marcus' editorial publication, available online and in print as "The Book" to customers.

In another recent diversity effort, NMG introduced several corporate and store programs to mark Pride Month in June. As a result of partnering with Human Rights Campaign's Corporate Equality Index, NMG addressed several key areas with updated policies ([see story](#)).

"NMG recognizes the significance of a diverse workforce and is showing its commitment to expanding this group of talent and developing its existing group," said Tatiana Ferreira, senior vice president of customer service excellence and integrated retail at NMG and McKinsey Academy nominee, in a statement.

"As a Latina woman and senior leader at NMG, I am extremely proud to represent our brand and my heritage by participating in this program that will help propel us forward."