

RETAIL

Neiman Marcus springs forward in new campaign

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Balmain is one of the featured brands in Neiman Marcus' spring campaign. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus is strutting into spring with a new forward-thinking campaign.

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The theme of Neiman Marcus' spring 2022 campaign is moving fashion forward, channeling the optimism inherent in a new season. In new videos shot in the Mojave Desert on Bristol Lake, consumers are called to embrace opportunities that the new season offers opportunities for style, expression and transformation.

"We heard that many of our customers are ready to embrace spring and the fashion that comes with it, and we also saw many designers show collections on the runway that captured a sense of joy and optimism," said Lana Todorovich, president and chief merchandising officer of **Neiman Marcus**, in a statement.

"With the 'Looking Forward, Forward Looking' campaign we capture this sense of optimism and are excited to bring our customers fashion-forward exclusives, new brands, and retail experiences that will capture the mood and new take on glamorous, confident dressing this season."

Fashion-forward

The "Looking Forward, Forward Looking" campaign fosters consumer excitement for Neiman Marcus as an outlet for creative expression with the help of fashion's top brands.

Two new vignettes highlight looks from brands sprouting their best spring menswear and womenswear.

With a new season comes new opportunities for expression.

As models traverse the desert in a chic yet uplifting fashion, brands highlighted include Dolce & Gabbana, Saint Laurent, Loewe, among others.

More than 10 new and emerging brands as part of the 267 brands featured in the campaign across women's, men's, children, home and beauty categories.

Neiman Marcus also highlights some menswear brands

Next month, Neiman Marcus will unveil its spring issue of The Book, a beloved publication that highlights luxury designer brands alongside emerging talent and sought-after products for the season.

The digital campaign's content, including designer Q&As and a feature on Women's History Month, is now live online and will be throughout spring on [Neiman Marcus' Magazine](#). It will also be present through emails and social media.

Last December, Neiman Marcus launched the "Celebrate Big, Love Even Bigger" campaign alongside its 2021 Christmas Book, a collection of storytelling with fashion and gift curation, a symbol of the store chain's commitment to customer service. Neiman Marcus presented the campaign and The Christmas Book to encourage consumers to think, love and shop even bigger this year ([see story](#)).

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