

RETAIL

Neiman Marcus unveils NFT project celebrating women

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Cofounder of Neiman Marcus, Carrie Marcus Neiman, is featured as one of the figures in the NFT collection. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus Group has partnered with the women-founded NFT project **Boss Beauties** and **Runway of Dreams** for a new series of activations and initiatives honoring women.

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The project was announced in line with International Women's Day on March 8, but Neiman Marcus also plans to continue celebrating Women's History Month through in-store panel discussions with local CEOs, designers and other figures. The celebratory NFT collection includes notable figures in women's history such as Ruth Bader Ginsburg, Katherine Johnson, Frida Kahlo and Carrie Marcus Neiman.

"NMG has a long history of empowering, supporting and celebrating women as seen through our assortment of female designers and brands, our many philanthropic partnerships and our majority female workforce," said Chris Demuth, senior vice president of ESG at Neiman Marcus Group, in a statement.

"This Women's History Month and beyond, the company is proud to have a women-majority workforce, from the sales floor to the boardroom, and we will continue to highlight and support women-led brands, creators and visionaries."

Empowering women

With Boss Beauties, Neiman Marcus unveils its new "Role Models" NFT collection, designed to share the story of women who have paved the way for generations to come.

Until March 12, 25 unique NFTs are available on OpenSea, and the designs will be featured in various Neiman Marcus store windows throughout the month. A portion of the profits from the NFT sales will go to providing scholarships and mentoring programs for girls and women.



The NFT designs are featured in Neiman Marcus storefront nationwide. Image credit: Neiman Marcus

Additionally, the Heart of Neiman Marcus Foundation will be sponsoring young women to visit Dallas and meet with some of the company's top female leaders at the downtown store location later this year.

The company's series of panels will showcase the importance of women in leadership positions in business, technology, design, health and more. Speakers include Academy Award-nominated actress and director Maggie Gyllenhaal, Fashionphile founder Sarah Davis and emerging designer Autumn Adeigbo, among others.

The group is also celebrating women who are pioneering change in the fashion industry, such as Brittany Sierra, founder and CEO of Sustainable Fashion Form, Natasha Franck, founder of EON and Mindy Scheier, founder of Runway of Dreams.

In supporting Ms. Scheier, Neiman Marcus will sponsor "A Fashion Revolution," an adaptive fashion show to support and empower individuals with disabilities, which will be held at NeueHouse Hollywood.

Neiman Marcus continues to work toward fostering equity in both the fashion and retail industries and beyond.

Earlier this year, the group earned a score of 100 on the Human Rights Campaign Corporate Equality Index, a benchmarking survey and report measuring corporate policies and practices for LGBTQ+ workplace equality. The score can be attributed to the retail group's newly incorporated and vast benefits and policies ([see story](#)).