

RETAIL

Neiman Marcus shares ethical, fur-elimination headway

March 29, 2022



Last June, Neiman Marcus announced it would also be closing its fur salons, which offer services such as storage and cleaning. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is relaying its progress regarding its new animal welfare policy.

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Since announcing the policy and plans for full fur elimination from its products by March 2023, Neiman Marcus has reduced fur inventory levels by more than half. The retailer has also begun to introduce several new sustainable and ethical product alternatives.

"It is clear the future is fur-free, and that includes the ultra-luxury space," said Geoffroy van Raemdonck, CEO of the **Neiman Marcus Group**, in a statement. "As a leader in luxury retail, NMG has an opportunity to help build a better future for our industry."

Ethical luxury

Last June, Neiman Marcus Group announced its new Animal Welfare Policy, which it worked closely with the Humane Society of the United States to compose. Also during this time, the retailer announced its plans to eliminate fur from its products by March 2023.

Nine months later, the retailer is actively working towards its goals, including diligent efforts to remind consumers that sustainable and ethical product alternatives can be considered luxury.



Nine months after the announcement of its new Animal Welfare Policy, the retailer has reduced fur inventory levels by more than half. Image credit: Neiman Marcus Group

Thus, Neiman Marcus is working to implement brand partners with product attributes including "Fashioned for Change" and "Conscious Curation" edits at Neiman Marcus and Bergdorf Goodman which will launch this spring. Both edits will feature products made with sustainable materials, including bio-based vegan leathers.

"We are bringing our brand partners and customers along with us and sharing educational resources every step of the way," said Lana Todorovich, chief merchandising officer of Neiman Marcus, in a statement. "We have several brand partners who are leaders in this space. And for some of our brand partners, they are just beginning their journey."

Neiman Marcus continues to work with The Humane Society and Textile Exchange for information and guidance in choosing appropriate brand partners.

Earlier this month, Neiman Marcus Group shared its progress and goals related to environmental sustainability and social consciousness in its debut environmental and social governance (ESG) report.

"Our Journey to Revolutionize Impact" highlighted the company's recent and upcoming commitments to advancing sustainable services and cultivating an inclusive culture. Environmental and social commitments are increasingly top of mind for both brands and consumers ([see story](#)).

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