

RETAIL

## Neiman Marcus ushers in summer with fashionable getaway

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Across its digital, print and in-store campaign, Neiman Marcus is spotlighting more than 200 brands for summer. Image credit: Neiman Marcus

By KATIE TAMOLA

U.S. retailer Neiman Marcus is hosting the ultimate summer camp in its latest campaign.

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An ode to the carefree and jubilant spirit of summer follows several models as they play sports and reconnect with nature while fashioning looks from luxury brands. The campaign theme of Neiman Marcus Summer Camp generates excitement from consumers through a nostalgic, enjoyable approach, while also inspiring them to put their most fashionable selves forward.

"We're all ready to get outside, get dressed up, socialize with friends and family, and travel," said Daz McColl, chief marketing officer at **Neiman Marcus**. "Our customer's desire for pure, unadulterated fun and freedom is at an all-time high, and they're determined to make the most out of this season."

Fun for all

Through Neiman Marcus Summer Camp, consumers are called to marry the nostalgia of the past with the promise of the future. An exciting, inviting feel is present from the beginning of the short, with an upbeat swing music soundtrack and three women appearing ecstatic.

The three women begin dancing as the text overlay on the screen reads "Let the good times roll." They begin playing croquet, posing with their mallets while another pair of campers play life-sized Jenga.

*At Neiman Marcus Summer Camp, everything emanates fashion.*

"The great outdoors are calling," reads across the screen as another group of camp goers enjoys a lake.

In stunning yellow dresses, two campers are in a small rowboat. Others participate in another summer camp staple, tug of war, while the film urges viewers to "make time for friendly competition."

Brand names in white text overlay popup throughout the summer festivities offering a glamorous packing list of sorts. Featured labels include Carolina Herrera, Equipment, Moncler, Alice + Olivia, Jason Wu, Amiri, Oscar De La Renta and Elie Saab.



*Fishing in Versace. Image credit: Neiman Marcus*

Next, a family of three appears, with a child wearing a salmon-colored Amiri shirt as she maneuvers a toy.

Later, a directional sign showcases a multitude of destinations.

At the very top reads Neiman Marcus Summer Camp, as with luxury brands such as Tom Ford, Dolce & Gabbana and Balenciaga acting as the destinations.

The shot then cuts to an ideal summer picnic of sorts, complete with drinks, chic looks and a pair of ducks. At the picnic, a man hands a woman a flower.



*One cannot attend a chic summer camp without directions to their favorite brands. Image credit: Neiman Marcus*

The day ends with target practice, as the screen beckons to "set your sights on sunny days," as a woman points a bow and arrow.

All in all, Neiman Marcus features more than 200 brands in its summer campaign.

The vignette ends with an emotional appeal, stating "Tan lines fade, but memories last forever." In its energetic, brand-packed push, the retailer reminds consumers they can be young again and channel that kind of adventurous spirit through fashion.

#### Adventures with Neiman Marcus

Neiman Marcus does not shy away from disparate activations and hands-on campaigns.

Keeping with its ethos of celebrating the past, present and future, Neiman Marcus Group partnered with the women-founded NFT project Boss Beauties and Runway of Dreams for a series of activations and initiatives honoring women in March.

The project was announced in line with International Women's Day on March 8, but Neiman Marcus also continued celebrating Women's History Month through in-store panel discussions with local CEOs, designers and other figures. The celebratory NFT collection included notable figures in women's history such as Ruth Bader Ginsburg, Katherine Johnson, Frida Kahlo and Carrie Marcus Neiman ([see story](#)).

The retailer also continues to bring optimism to its campaigns, indicative of all the possibilities of a new season.

In February, Neiman Marcus strutted into spring with a forward-thinking campaign.

The theme of Neiman Marcus' spring 2022 campaign was moving fashion-forward, channeling the optimism inherent in a new season. In videos shot in the Mojave Desert on Bristol Lake, consumers were called to embrace

opportunities that the new season offers opportunities for style, expression and transformation ([see story](#)).

Neiman Marcus' current camp-inspired push also accompanies stores across the country bringing the theme to life with window and floor displays, featuring full-size archery and Jenga.

"The campaign concept evokes our borrowed memory structures of fun summer camp experiences rich in childhood nostalgia with a fashion twist you expect from Neiman Marcus," Mr. McColl said.

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