

RETAIL

## Neiman Marcus celebrates Pride through awareness, support

June 2, 2022



*Neiman Marcus is celebrating Pride Month with events and activations based on belonging. Image credit: Neiman Marcus*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is honoring Pride Month and the LGBTQ+ community by committing to cultivating a culture of belonging.

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To celebrate, the company will host several events, activations and initiatives aimed at awareness, education and support for the LGBTQ+ community. Neiman Marcus will also build on its partnership with nonprofit group Human Rights Campaign, honoring the LGBTQ+ community with in-store and online activations and virtual events.

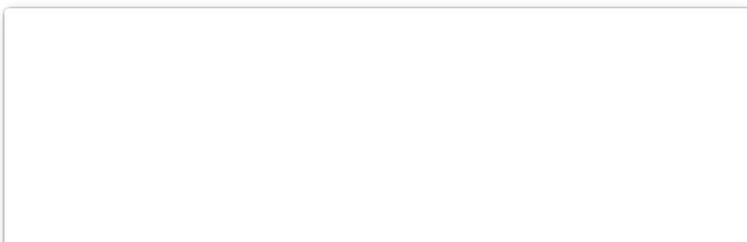
"NMG has always and will continue to stand for love for all," said Geoffroy van Raemdonck, CEO of **Neiman Marcus Group**, in a statement. "We have made it a priority to create a work environment where everyone feels they belong, and where showing up as your full and authentic self is encouraged.

"As an openly gay CEO, it has been one of my missions since joining NMG to ensure that all associates feel they belong at Neiman Marcus Group."

Inclusivity and belonging

Throughout June and July, NMG will raise funds in support of the LGBTQ+ community through point-of-sale (POS) fundraising in all Neiman Marcus, Bergdorf Goodman and Neiman Marcus Last Call stores.

The company will also donate the net proceeds from the sale of exclusive Pride patches and the sale of the Neiman Marcus chocolate chip cookie in Neiman Marcus restaurants, supporting the organization's lobbying efforts for LGBTQ+ equality across the U.S., as well as its programs for youth, families, workplace equity and health.



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A post shared by Neiman Marcus (@neimanmarcus)

*Neiman Marcus continues its partnership in support of the Human Rights Campaign*

Throughout June, all Neiman Marcus stores will showcase special window installations, curated in-store runway displays and other themed elements. Virtually, Neiman Marcus and Bergdorf Goodman will feature LGBTQ+ designers, respectively, on their digital platforms.

Five key Neiman Marcus markets Bal Harbour, Tysons, Dallas, Denver and San Francisco will partner with local LGBTQ+ organizations to drive impact and engagement.

The group will promote a series of internal conversations, encouraging a more inclusive workplace for LGBTQ+ associates.

As part of the retailer's "NMG Presents" virtual event series, the company will host a virtual cookie making class with Kevin Garvin, vice president of corporate food services at Neiman Marcus, instructing associates on how to make the iconic Neiman Marcus chocolate chip cookie from the comfort of their own home.

In March the 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, such as increasing racial diversity in leadership roles to the vice president level and above to 21 percent by 2025 and 28 percent by 2030 ([see story](#)).

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