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## Neiman Marcus NorthPark holds ultimate event welcoming Valentino Escape

June 21, 2022

*The Neiman Marcus NorthPark flagship in Dallas, Texas is holding a special Valentino activation. Image credit: Neiman Marcus*

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Neiman Marcus Group** is hosting the ultimate immersive fashion experience in welcoming a new collection from a beloved luxury brand.

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In celebrating the Valentino Escape 2022 collection, Neiman Marcus NorthPark's flagship store will be hosting a party, complete with a shoppable installation and photo ops abound. The party served as the group's latest effort in welcoming consumers to a return to not only in-person shopping, but experiential purchases.

### Escaping with Valentino

The launch event at Neiman Marcus NorthPark commemorates the Valentino Escape 2022 collection which includes menswear, womenswear and accessories.

The party aims to provide a unique experience for shoppers, with the installation featuring a 360-degree selfie room with LED light frames with a graphic print background featuring the Valentino logo. The collection's heritage print will also be displayed across all the walls and floors.

The installation will be available from June 20 through July 4.



*The Valentino Escape 2022 capsule is a collection inspired by some of the house's archival motifs. Image credit: Neiman Marcus*

The collection is ideal for the summer season with its several prints and light fabrics.

Sandals, straw hats, silk scarves and Valentino Garavani tote bags are some of the available offerings.

The Valentino Escape 2022 capsule is also the first collection to be displayed at the label's new boutique in New York.

It is inspired by some of the house's archival motifs.

The new East Hampton boutique is a 2,990-square-foot arena that is designed to draw consumers into a warm, vivid

space for shopping, as well as an expressive state of mind ([see story](#)).

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