

RETAIL

## Neiman Marcus expands corporate hubs, aims to foster employee productivity

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Neiman Marcus' renovated Dallas Hub is located at the Cityplace Tower in Dallas, Texas. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is reinforcing its workplace vision with the implementation of new corporate hubs.

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Neiman Marcus views its organization as an amalgamation of hubs from associates' own working hubs at home to each of their stores and distribution centers. The retailer's hubs, including the renovated Dallas Hub, aim to assist group associates in selecting the best locations that will ultimately allow them to be most productive.

"Our NMGIWOW philosophy empowers our associates to work whenever, however, and wherever to achieve their best results," said Eric Severson, chief people and belonging officer at **Neiman Marcus Group**, in a statement.

"Our strategy is working, and we are seeing strong business performance, more productivity and satisfaction among our associates, and we are standing out among our competitors in a very challenging job market."

### Fostering the best work

Neiman Marcus is currently contemplating locations for additional corporate hubs, keeping in mind regions that have large associate concentrations.

The modern workplaces fall under the NMGIWOW company philosophy that the retailer put in place in 2020, driven by the concept that associates can choose which work locations help them achieve the best results.

The new corporate hubs foster collaborative digital and physical spaces including meeting rooms and workstations as opposed to permanent desks. The melding of collaborative design and technology aims to help employees build creativity and teamwork.



*An interior rendering of the Dallas Hub. Image credit: Neiman Marcus*

Neiman Marcus' renovated Dallas Hub is located in the Cityplace Tower in Dallas, Texas. This thoughtful location bodes well for associates as it sits between the company's Downtown and NorthPark flagship locations.

The Dallas hub is set to undergo renovations to reflect the collaborative and technologically advanced nature of the NMGIWOW philosophy and is estimated to open early next year.

Neiman Marcus has put several initiatives in place to expand its digital capabilities.

In May, Neiman Marcus confirmed the closing of online luxury platform Farfetch's \$200 million minority investment in NMG.

The group will use the proceeds to accelerate its growth and innovation by investing in technology and digital capabilities. Additionally, Farfetch Platform Solutions will replatform the ecommerce site and mobile app of NMG's Bergdorf Goodman ([see story](#)).

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