

RETAIL

Neiman Marcus cheers to fall finds at Napa soire

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Neiman Marcus made a splash with new looks at Festival Napa. Image credit: Neiman Marcus

By KATIE TAMOLA

U.S. retailer Neiman Marcus Group is preparing for autumn having gone full northern California chic at Festival Napa.

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For the last weekend of July, Neiman Marcus hosted an exclusive vintner's lunch and fashion show at the festival, showcasing the new season's looks from a host of luxury brands. A short vignette tracked the joyous event, offering an intimate look into the preparation and execution behind highlighting new looks and the subsequent jubilation a few lucky shoppers felt post-fashion show.

"To contextualize the pieces with Napa as a backdrop, to see how invited guests are reacting to the looks and to be able to imagine how these pieces can be worn and where really makes it an interactive experience that becomes a call to action," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Whether the person watching is thinking about wearing the brands specifically, gifting them or even going to Neiman Marcus online or in the stores it establishes it as a destination that should stay on their radar to continue to build their look."

Sips and buys

The California city of Napa is beloved for its wine culture. Neiman Marcus' vignette immediately channels that, opening with an aerial shot of expansive Napa greenery and the text overlay, "Get into it!"

The following shot is an ivory Neiman Marcus bag that reads "Napa." In a verdant, spacious setting amid flowers and trees, lunch is set up, as guests are handed glasses of wine upon arrival.

Neiman Marcus brings luxury to Napa

Festival Napa is a yearly event that consists of a weeks-long program filled with arts, music, additional entertainment and more. Luxury made its presence known this year, with the Neiman Marcus lunch and a Patron dinner hosted at Four Seasons Napa Valley.

An exciting yet sophisticated instrumental soundtrack plays as a glimpse into the event is revealed. A behind-the-scenes tone is established as drinks are poured, makeup is applied to excited models and apparel is steamed.

More guests arrive, pose with their Napa Neiman Marcus bags and clink their wine glasses together in what is clear to be a celebration of fashion, good wine and life.

Models begin to fashion looks down the aisle in between tables full of enchanted onlookers.

Neiman Marcus promoted brands including Dolce & Gabbana, Alexander McQueen, Tom Ford, Celine, Balenciaga, Golden Goose, Proenza Schouler, The Row, Altuzurra and Saint Laurent and Jenny Packham.



Wine and fashion were flowing in the new spot. Image credit: Neiman Marcus

The fashion show concludes and several lucky shoppers are invited to peruse and purchase from Neiman Marcus' pop-up boutique.

"To the good times!" a text overlay reads at the end of the film, with a final shot of winery grapes and the coveted Neiman Marcus Napa tote.

Experiences with Neiman Marcus

Neiman Marcus is all about immersive fashion. From in-store activations to pop-up boutiques, the retailer reminds consumers that shopping is not only a transaction, but can also be a meaningful experience.

In June, Neiman Marcus hosted the ultimate immersive fashion experience in welcoming a new collection from a beloved luxury brand.

In celebrating the Valentino Escape 2022 collection, Neiman Marcus NorthPark's flagship store held 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 ([see story](#)).

In January, Neiman Marcus launched an exclusive pop-up experience celebrating the Balmain x Barbie collaboration in partnership with the French fashion label.

The Barbie pink pop-up was open through Jan. 30 at the Neiman Marcus NorthPark location in Dallas, Texas. Neiman also honored a decade-long relationship with the fashion brand and is the luxury multibrand retailer with the largest assortment of Balmain pieces worldwide ([see story](#)).

"Neiman Marcus is a luxury department store whose assortment has a fun mix of established heritage houses, those who have been in the fashion lexicon for a number of decades and even those who are seen as newer houses that have been embraced by celebrities and personalities," said Ms. Smith.

"Whether you're at one of their locations or connecting with them online, it's an experience to see the kinds of brands and assortment that's there," she said. "They always strive to carry pieces that are for a number of moments in your life and it's nice to see how they merge classic style with trends that are taking place now as well as those that are coming up."