

RETAIL

## Neiman Marcus embraces occasion dressing in fall campaign

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Model wears Balenciaga in a feature excerpt from the brand's in-house editorial publication, "The Fall Book". Image courtesy of Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus is pushing the phrase "Live Your Luxury," championing expression in a move that signals a next step in the luxury conglomerate's overall evolution.

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The brand's newly-debuted campaign is centered on a tale of complementary opposites unique to a population emerging from a pandemic, as it seeks to help shoppers find luxury in the every day. Neiman Marcus is rolling out a series of advertising assets celebratory in tone and visuals, with descriptors like boldness, eclecticism, radiance and purpose backing the fall 2022 marketing efforts.

"This campaign signals a reimagined perspective of luxury, which, ultimately, means something different and often very personal to the individual," said Daz McColl, chief marketing officer at **Neiman Marcus**, in a statement.

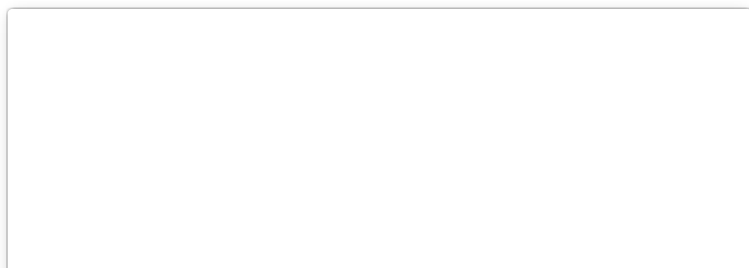
"It is not just about styles or trends and the unspoken expectations that come with them," he said. "It's about how you wear a piece or a look, when you wear it, why you wear it, and what it means to you."

"It is about imbuing luxury as a mindset and a prism within our daily paces and embracing it all."

### Seasonal Styling

A styling session frames the plot of #LiveYourLuxury's first content release.

Set in one of the department store's dressing rooms, a humorous exchange between a Neiman Marcus stylist and her client unfolds in the brand's latest video, the "Wedding Guest."



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A post shared by Neiman Marcus (@neimanmarcus)

"Okay let me see if I got this right, the groom is your second cousin's best friend?" inquires the stylist.

"Ex-best friend," her client retorts, before revealing a few additional salacious-yet-entertaining details.

As tongue-in-cheek dialogue dominates the clip, its stars focus on carving out an updated, personal approach to luxury, complete with accessories and a style-curious aura. The video sets the tone for campaign assets to come.



*The campaign is centered on a tale of complementary opposites unique to a population emerging from a pandemic, as it seeks to help shoppers find luxury in the every day. Image courtesy of Neiman Marcus*

"Live Your Luxury" imagery acts, in part, as one big part proposal, as models' accepting attitudes towards glamour are featured as prominently as the designer garb showcased in shots. With occasion dressing all the rage, especially economically, thriving in the face of a general retail slowdown, one could deduce the strategy to appeal to demand behind Neiman Marcus' creative approach to fall.

In addition to the social spot, brand fans can expect in-store visuals, events, digital content and videos, in addition to Neiman Marcus' in-house editorial publication "The Fall Book", all under the umbrella campaign, to roll out over the next few weeks.

The Dallas-headquartered entity's campaign is not the sole example of its strategic soire support. During the last weekend of July, Neiman Marcus hosted an exclusive vintner's lunch and fashion show at Festival Napa, an event that put fall looks from a host of luxury partners on display. A short vignette tracked the joyous event ([see story](#)).