

APPAREL AND ACCESSORIES

Neiman Marcus, in nod to American West, launches exclusive Brunello Cucinelli capsule collection

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Available exclusively at Neiman Marcus, Brunello Cucinelli's fall/winter capsule commemorates the classic nuances and textures of the American West. Image courtesy of Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus is partnering with Italian fashion house Brunello Cucinelli to honor the American West via a new collaboration that combines the best of retail and entertainment.

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The duo is rolling out the exclusive "Muse of the West" capsule collection, which is a curated assortment of women's ready-to-wear fashion, shoes and accessories, with multichannel storytelling and experiences. The effort also includes an intimate gathering set to take place in Neiman Marcus' home city, Dallas.

"With the Brunello Cucinelli Muse of the West collaboration, we are expanding our retail-tainment strategy to include fully immersive, authentic experiences beyond the traditional store environment," said Lana Todorovich, president and chief marketing officer of [Neiman Marcus](#), in a statement.

"Because of our longstanding partnership with Brunello Cucinelli, we are able to imagine and create extraordinary experiences to offer something truly unique to our discerning customers," she said.

Howdy, partner

Resulting from a longstanding relationship between the luxury retailer and globally recognized Italian brand, Neiman Marcus' latest undertaking is now live online and in stores, framed by Western-inspired visual installations.

Available only at Neiman Marcus, Brunello Cucinelli's fall/winter capsule commemorates the classic nuances and textures of the American West, fusing motifs with contemporary and feminine details, and topping the designs with an Italian flair for which the luxury brand has become synonymous.

A campaign video features house founder Brunello Cucinelli's daughters. Carolina Cucinelli is co-president and co-creative director of the family business, while Camilla Cucinelli is co-head of the women's style team.

"Muse of The West" video presentation starring Camilla and Carolina Cucinelli

"Designing this collection with Carolina was a very special experience," said Camilla Cucinelli in a statement.

"Growing up in Italy, we were always curious about other parts of the world," she said. "Each and every piece of the collection is inspired by the West, and the attention to detail, craftsmanship and quality of the materials confirms the authentic style of our brand."

Top customers of the department store will also be hosted for an intimate Texas evening at the RoadRunner Ranch in Dallas. The opulent occasion will include Italian-style cuisine, a collection showcase and a private screening of the campaign video.

The reception pays homage to both the Italian and Texan heritages, respectively, of Brunello Cucinelli and Neiman Marcus.



Lifestyle imagery for Brunello Cucinelli's Muse of the West capsule. Image courtesy of Neiman Marcus

Cut from the same cloth

With major growth under its belt for the first half of the fiscal year Brunello Cucinelli reported revenue growth of 32.3 percent for the first half of 2022, increasing its expected year-end revenue by 15 percent the Italian luxury label is eyeing forecasts of \$1 billion by 2024 ([see story](#)).

The partnership with Neiman Marcus is undoubtedly key to the Italian brand's growth plans as it tries to distinguish itself further from competition. It works that way for Neiman Marcus as well, highlighting shared values with Brunello Cucinelli.

"Muse of the West is the first uniquely designed and imagined collection by Carolina and Camilla Cucinelli," said Jodi Kahn, vice president of luxury fashion at Neiman Marcus, in a statement.

"Exclusive collections such as this enable Neiman Marcus to highlight the power of our brand relationships and strengthen relationships with our customers," she said.