

RETAIL

70pc of Neiman Marcus locations reach highest revenues in over a decade

October 12, 2022



NMG's FY22 fiscal success was fueled by the company's 3,000-plus sales associates, who focus on cultivating genuine client relationships. Image courtesy of Neiman Marcus Group

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is closing out the fiscal year on a positive note, as evidenced by its latest earnings report.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the FY22 fiscal ending July 31, 2022, the parent company of Neiman Marcus and Bergdorf Goodman saw strong momentum, having delivered over \$5 billion in gross merchandise value (GMV) and year-over-year meaningful gross margin expansion. This led to an 11 percent EBITDA margin for FY22, at \$495 million, adjusted.

"Our top customers are highly loyal and drove 40 percent of total sales in FY22," said Geoffroy van Raemdonck, CEO at [Neiman Marcus Group](#), in a statement.

"Our brand partners come to us to reach our affluent customers through a premier integrated luxury retail experience," he said. "We believe our business model positions us well as we navigate the uncertain macroeconomic environment ahead."

Successful growth roadmap

Nearly 70 percent of Neiman Marcus Group stores reached their highest revenue in over a decade, while concurrently, total visits to digital properties surged to 300 million in FY22.



Neiman Marcus offered exclusive collections from Loewe, Prada, Valentino, Burberry and Balmain in 2022. Image courtesy of Neiman Marcus Group

Through its 2022 fiscal, the U.S. retailer prioritized an integrated luxury retail model which maximized customer service and curated online experiences for customers.

As a result, affluent customers in 2022 returned to bricks-and-mortar stores while continuing to shop online. These multi-channel shoppers spent five times more than single-channel shoppers.



The majority of Neiman Marcus Group's top 20 brands did exclusive activations with Neiman Marcus or Bergdorf Goodman. Image courtesy of Neiman Marcus Group

Neiman Marcus reports that its retail locations are intentionally positioned near top customers, with 70 percent of U.S. HNWI's living within 30 miles of a Neiman Marcus Group store, while the top 2 percent of the luxury retail chain's customers drive 40 percent of the sales.

80 percent of top customers have net worths of over \$1 million. The average spend for high-net-worth customers is over \$25,000 annually, and their typical purchase frequency is over 25 times per year.

The company's focus on revamping personalized shopping through "retail-tainment" experiences both in stores and online is exemplified by the U.S. retailer's recent collaboration with Italian fashion house Brunello Cucinelli.

In an ode to the American West via a collaboration that combined the best of retail and entertainment, the two companies partnered on an exclusive fall/winter capsule collection complete with in-store Western-inspired visual installations ([see story](#)).