

APPAREL AND ACCESSORIES

Neiman Marcus Group names new leaders, in consumer experience push

January 17, 2023



Neiman Marcus Fort Worth. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group has announced new corporate appointments for chief brand officer and chief retail officer respectively.

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

Effective immediately, former Soho House & Co. global chief creative officer Nabil Aliffi will now serve as Neiman Marcus' chief brand officer. Meanwhile, Stefanie Tsen Ward, who started out at the company five years ago as a senior vice president, will be promoted to the role of chief retail officer.

"Neiman Marcus is the leading integrated luxury retailer in the U.S., recently achieving tremendous transformation," said Ryan Ross, brand president of **Neiman Marcus**, in a statement.

"These strategic roles will further define the magic of the iconic brand by driving areas that directly impact our customer and fuel our growth."

Expanding experiences

The creation of the positions stands as part of the group's efforts to meet modern consumers' changing demands. With Mr. Aliffi and Ms. Ward on the company's side, Neiman Marcus is especially interested in crafting improved luxury experiences for customers.

The department store is strategizing ways to effectively grow in a shifting market, taking note of the appeal that immersive experiences currently hold. The group has generated a name for this strategy, which seeks to embrace activations of this nature "Revolutionize Luxury Experiences."



Neiman Marcus is honing its omnichannel approach, and customizing its in-store experiences with these new roles. Image credit: Neiman Marcus Group

Both Ms. Ward and Mr. Aliffi will focus on directing the outward-facing expression of the group, reporting to Mr. Ross.

Mr. Aliffi will draw upon the Neiman Marcus identity, strengthening the self-expression of the company and its over 2,000 partners via omnichannel experiences. Mr. Aliffi will hone the voice of the brand, creating a consistent tone for customers to connect with, informed by the heritage of the company.

The executive also counts Urban Outfitters and British department store name Selfridges among previous gigs he also cofounded the entertainment publication Vulture Magazine. Mr. Aliffi will work closely with Ms. Ward, further ensuring the actualization of the group's ambitions.

"Nabil is a creative visionary who brings a unique perspective in making Neiman Marcus a luxury lifestyle destination," Mr. Ross said.

"He knows our customer and how to create a platform for loyal engagement across channels."

Ms. Ward will take charge of Neiman Marcus' retail strategy across its 36 locations, centering its identity and vision. She will also ensure that the company's 3,500-plus associates are providing exemplary customer service.

Her tenure has already been defined by omnichannel approaches and heightened customer experience, having pushed the envelope in these regards since arriving. Ms. Ward also had a hand in helping 70 percent of stores to achieve decade-high revenue numbers in 2022 ([see story](#)).

"Stefanie was instrumental in leading the development of our remote selling capabilities, powered by our proprietary CONNECT technology," Mr. Ross said.

"She creates unequivocal, customer-centric retail experiences and inspires our selling associates to engage in new and innovative ways."

The creation of these new roles comes as Neiman Marcus Group invests in its technological and integrated business advancements, as part of a commitment to put \$200 million into its stores over three years.

The roles are also supposed to spearhead the company's moves toward more immersive shopping, creating experiences within stores. On-site style advisers and culinary concept spaces will be among a group of new innovations to its business model.

Neiman Marcus is also honing its digital branding and updating its app.