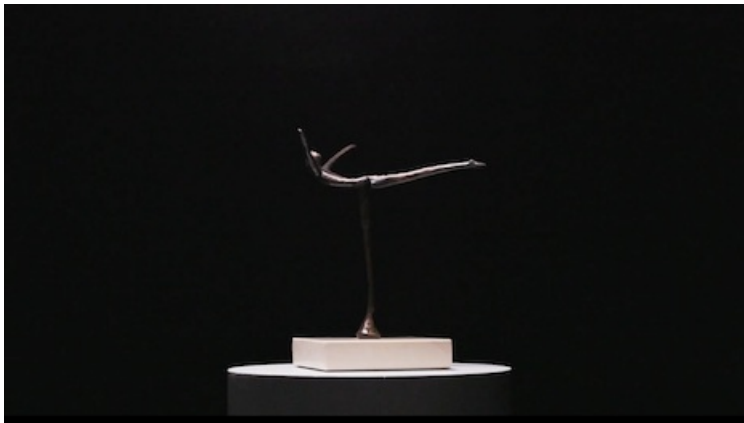


RETAIL

## Neiman Marcus honors innovation, impact in fashion with awards relaunch

February 15, 2023



The newly launched awards platform first debuted in 1938. Image credit: Neiman Marcus Group

By LUXURY DAILY NEWS SERVICE

U.S. luxury retailer Neiman Marcus Group is bringing back its awards platform in 2023 with a new name the NM Awards and two new categories.

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Jonathan Anderson, creative director at Loewe will receive the first-ever Neiman Marcus Award for Creative Impact in the Field of Fashion, while footwear designer Amina Muaddi will be the first recipient of the Neiman Marcus Award for Innovation in the Field of Fashion. Italian designer Brunello Cucinelli will be given this year's award for Distinguished Service in the Field of Fashion.

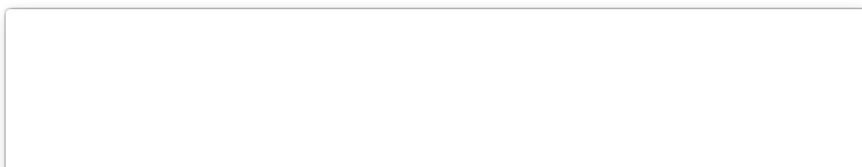
"These two new awards celebrate the pacesetters of creativity and innovation in luxury today," said Geoffroy van Raemdonck, CEO of [Neiman Marcus Group](#), in a statement.

"We are committed to revolutionizing luxury experiences, and our Creative Impact and Innovation honorees do just that through their unique brand expressions," Mr. van Raemdonck said. "Our investment in propelling their work forward through the Neiman Marcus Awards platform reflects our commitment to furthering our relationships with brand partners and cultivating deep relationships with high-value customers."

Past, present, future

The original Neiman Marcus Awards debuted in 1938, a way for co-founder Stanley Marcus to celebrate early-career individuals who were making an impact on fashion culture with their work.

Back and rebooted after a seven-year hiatus, the NM Awards will afford winners the full advantage of the group's brand marketing and merchandising capabilities. Winners will create special collections exclusively for the brand in return.



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Mr. Cucinelli, who has enjoyed a partnership with the retailer for 20 years, is recognized for his design craft, as well as his commitment to humanistic values. The designer practices what he calls "humanistic capitalism," or promoting fair profits and growth for workers.

He champions his native Italy, its craft traditions and established expertise, even opening a School of Contemporary High Craftsmanship in Solomeo. The designer has spent the last 30 years restoring the small town.

Exclusively for Neiman Marcus, Mr. Cucinelli's capsule will be called the "Icon Collection ([see story](#)).

Jordanian-Romanian designer Amina Muaddi is being honored for her innovative approach to footwear, having launched her eponymous brand's first official collection in 2018.

This caught the attention of the Neiman Marcus Group, who then launched her Fall 2019 line, establishing a relationship that quickly helped to triple the designer's sales trajectory. Since then, Ms. Muaddi has been commissioned to design footwear for global music star Rihanna's bygone Fenty clothing brand at LVMH, and has collaborated with American hip hop star A\$AP Rocky on a footwear capsule collection.

With the Creative Impact in the Field of Fashion award, Neiman Marcus Group acknowledges the contemporary spirit that British-born designer Jonathan Anderson has infused into the Spanish fashion label, founded in 1846.

Mr. Anderson, who celebrates his tenth year with Loewe in 2023, has similarly honored other artists' craftsmanship and ability to update tradition with his own Craft Prize, which he established for the Loewe Foundation in 2016 ([see story](#)).

NM Award winners will be recognized during Paris Fashion Week on March 5, 2023, per the organization's [website](#).

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