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## Neiman Marcus introduces womenswear exclusives from Ferragamo

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*The collection is displayed in Ferragamo's new signature red at select Neiman Marcus locations. Image credit: Ferragamo*

By LUXURY DAILY NEWS SERVICE

U.S. luxury retailer Neiman Marcus is linking up with a longstanding partner to lift a debut collection.

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As part of a push to revolutionize luxury experiences, the Dallas-based retailer is launching Italian fashion house Ferragamo's latest ready-to-wear options for women. Designed by Maximilian Davis, the collection marks the newly-instated creative director's runway debut the department store will support with in-store installations, merchandising exclusives and more.

"As a global leader in the luxury industry, Ferragamo is one of our longstanding brand partners and it's exciting to see Maximilian's new creative direction for the house," said Lana Todorovich, chief merchandising officer at [Neiman Marcus](#), in a statement.

"We believe our customers will be instantly drawn to this playful and elegant collection across multiple categories, including the launch of women's ready-to-wear."

Seeing red

Seven Neiman Marcus retail locations across the country will host pop-up events in light of the partnership, providing visitors with unique experiences and a selection of special items.

Further, the collection will be showcased alongside props in the house's updated color palette a signature Pantone red shade ([see story](#)).

The use of sand amid displays is meant to allude both to the fashion brand's Hollywood roots as well as Mr. Davis' Caribbean origins. Ferragamo's collection is now available at select Neiman Marcus locations as well as [online](#).

The creative is credited with helping Ferragamo achieve year-over-year growth in 2022. This progress puts the label on track to double its revenues by the year 2026 ([see story](#)).

Ferragamo has had a relationship with the retailer since 1947 when founder Salvatore won a Neiman Marcus Award, as did his daughter Fiamma, 20 years later. The Neiman Marcus Awards returned this year under the name NM

Awards after a seven-year hiatus.

The return brought with it two new categories including the award for Creative Impact in the Field of Fashion, which was given to Loewe creative director Jonathan Anderson, and for Innovation in the Field of Fashion, which was awarded to footwear designer Amina Muaddi ([see story](#)).

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