

RETAIL

## Neiman Marcus brings tennis-inspired Balmain exclusives to stores nationwide

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Balmain's latest capsule launches alongside an immersive installation, on display at Neiman Marcus NorthPark. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus is rolling out sportswear exclusives in collaboration with French fashion label Balmain.

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Seeking to replicate the success of last year's exclusive Balmain x Barbie collection, a launch that achieved a sell-through rate of more than 70 percent across categories, the duo is embarking on yet another immersive effort this season. Available online and at 14 locations nationwide, a new set of "Summer Set" designs arrives with a 2,000-square-foot twist at Neiman Marcus NorthPark.

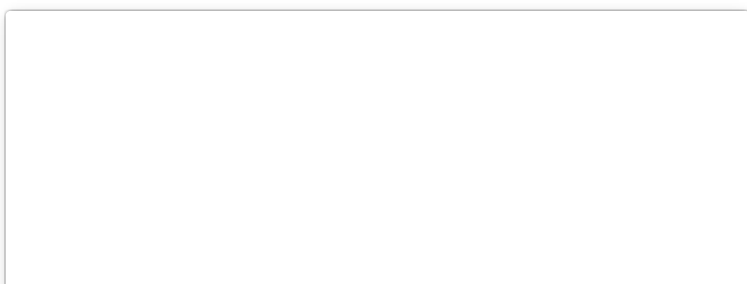
"The Luxury of a Relationship is our brand strategy," said Lana Todorovich, chief merchandising officer at **Neiman Marcus**, in a statement.

"The relationships we have with our brand partners result in the creation of these unique activations that make life extraordinary for our customers," Ms. Todorovich said. "We saw tremendous success with the Balmain x Barbie collection last year and are excited to celebrate this new expression of their brand."

### Game, set and shop

Balmain's 1920s-inspired capsule teems with nostalgia, inclusive of 24 curated pieces that play on a current racquet sports craze.

Boosting the assortment of women's and men's ready-to-wear, handbags and women's shoes, a 360-degree marketing campaign has gone live at NM.com, on the NM App and across owned social media channels.



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A post shared by Neiman Marcus (@neimanmarcus)

Offline, a specialty setup at NorthPark encapsulates the department chain's "retail-tainment" approach.

Staged at the retailer's Dallas store in Texas, an interactive tennis court installation comes with a playable net, pink tennis balls and more, accompanying the French fashion house's collection through May 8. The NorthPark team will host an additional dedicated customer activation on April 26.

Encouraged to interact with interested clients through Neiman Marcus' proprietary remote selling platform, CONNECT, style advisors comprise the final pillar of this particular integrated retail model ([see story](#)).

Overall, engagements honor a long-standing connection between Balmain and its partner, which holds the largest assortment of the French fashion house's collections worldwide.

"Ever since Pierre Balmain's first visit to Dallas way back in 1947 Neiman Marcus and the house of Balmain have enjoyed a very special relationship," said Olivier Rousteing, creative director at Balmain, in a statement.

"That's why I was so happy to create this summer collection that combines our shared passions for French heritage and Parisian savoir-faire with modern spins on classic summer-sport silhouettes."

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