

RETAIL

## Neiman Marcus hosts new installation, houses Givenchy summer exclusives

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*Styled after a cabana, an immersive, in-store installation is live at the retailer's Dallas location through May 30. Image courtesy of Neiman Marcus*

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Neiman Marcus** has scored the distinction of sole retail store partner sporting an in-store experience dedicated to LVMH-owned fashion house Givenchy's latest release.

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Besides the nearly 50 new men's and women's **Plage Collection** styles stocked by the retailer, 12 ready-to-wear exclusives are now available through the department store's channels. An immersive aspect of the collaboration styled after a cabana comes to fruition via an in-store installation at Neiman Marcus NorthPark the space brings the French Riviera to U.S.-based fashion clients.

Copa cabana connects

The NorthPark pop-up included, Givenchy's collection launched in 11 total Neiman Marcus stores on May 16.

An online build-out on both NM.com and the NM App extends the partnership's reach. Aiming to propel the activation to the next level, the structure additionally takes advantage of Neiman Marcus's proprietary remote selling platform, CONNECT, where style advisors can help match those interested with one-of-a-kind merchandise.



*Twelve ready-to-wear exclusives are now available through the luxury department store's channels. Image courtesy of Neiman Marcus*

All three pillars of the luxury vendor's merchandising strategy ladder up to an overarching goal of giving customers unique experiences wherever they choose to shop, whether it be in-boutique or on the go.

The rollout also serves to remind consumers of founder Hubert de Givenchy's longstanding affinity for coastal accouterments, as current creative director Matthew M. Williams modernizes beachwear apparel with an athleisure-like spin.



*An immersive aspect of the collaboration is styled after a cabana, coming to fruition via an in-store installation at Neiman Marcus NorthPark in Dallas. Image courtesy of Neiman Marcus*

Offline, ocean hues and a floor-to-ceiling raffia Givenchy logo remain on view in Dallas through May 30.

Neiman Marcus recently partnered with French fashion label Balmain to house an exclusive collection at the same store location, recalling heritage and longstanding relationships between the originating designers along the way as well ([see story](#)).

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