

RETAIL

Neiman Marcus announces new corporate hub

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The new enterprise core of the company is built on the foundation of remote and hybrid work, which the company established as the norm in 2020. Image credit: NMG

By LUXURY DAILY NEWS SERVICE

NMG, the parent company of U.S. retailer Neiman Marcus, will soon open a fresh space.

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The merchant group recently held a showcase of its new corporate hub in Dallas for the city's mayor, Eric L. Johnson, among other city officials, community partners and company higher-ups. The building uplifts the company's new push to provide heightened support to remote and hybrid employees, as it serves as a flexible work environment for up to 800 people at a time.

"Our new Dallas Hub serves as a magnet, not a mandate, in our remote-first hybrid environment," said Geoffroy van Raemdonck, CEO of **NMG**, in a statement.

"It was made possible through a strong partnership with the City of Dallas and Mayor Johnson," Mr. van Raemdonck said. "Our integrated retail model meets customers anywhere they choose, and the same is true for our associates with our integrated work philosophy.

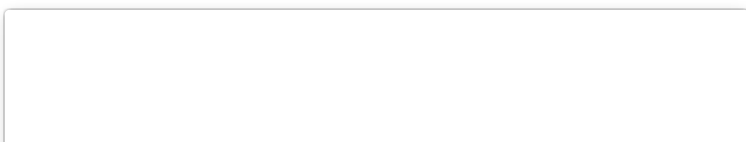
"We empower teams to work wherever, whenever and however to achieve their best results."

Texas-sized hub

The company is taking over a three-story segment at Cityplace Tower, a skyscraper in the heart of uptown Dallas.

Cityplace Tower stands 42 stories tall, being the city's tallest building outside of downtown. Strategically centered between its downtown Dallas and NorthPark flagship locations.

The NorthPark flagship was recently announced as the retail home of Givenchy's newest installation and some summer collection exclusives ([see story](#)).



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A post shared by Neiman Marcus Group (@neimanmarcusgrou..

Adorned with 300 floating butterflies, the new corporate center's atrium pays homage to a defining symbol of the company, while also tributing its past with photographs of various achievements and awards.

"It is an honor to celebrate another proud moment in Neiman Marcus Group's rich history one that I am pleased to say began right here in Dallas," said Mr. Johnson, in a statement.

"Dallas is the place to be, but Dallas is also well-positioned to win the future because of renewed investments, like this, in our city's core by forward-thinking companies like Neiman Marcus Group," he said. "The Dallas Hub is a truly modern and state-of-the-art innovation center that will attract more talent to our great city."

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