

RETAIL

## Neiman Marcus welcomes Schiaparelli to Beverly Hills

July 11, 2023



*The shop-in-shop location is the French couture label's first on the West Coast. Image credit: Neiman Marcus Group*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus is presenting a branded exclusive in Southern California.

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French couture label Schiaparelli now has its very own shop-in-shop boutique at the department store's Beverly Hills hub. The permanent location is the fashion brand's first-ever to reach the West Coast of the United States.

"Neiman Marcus Group is a relationship business," said Geoffroy van Raemdonck, CEO of [Neiman Marcus Group](#), in a statement.

"We are brand makers with a powerful history of connecting the world's most luxurious designers to our loyal customer base," Mr. van Raemdonck said. "NMG is proud to have the largest Schiaparelli footprint of any retailer in the world and it is a privilege to bring such a highly demanded brand to our customers in a new market."

### Beverly boutique

This latest boutique follows other U.S. openings with the group.

Schiaparelli also has a dedicated spot within the Neiman Marcus flagship in Dallas and New York department store Bergdorf Goodman, the latter being the first maison boutique outside of the Place Vendôme atelier. Now, the two parties join together again in the luxury neighborhood of Beverly Hills.



*Nods to surrealist artists are found throughout the permanent boutique, Schiaparelli historically partnering with famed figures in the artistic movement. Image credit: Neiman Marcus Group*

The boutique's design, located on the second floor of the Neiman Marcus shop, is the result of a collaboration between Filipino-American architect Daniel Romualdez and Schiaparelli's creative director Daniel Roseberry, who took over in 2019 ([see story](#)).

The design codes of Schiaparelli are fused with surrealism and whimsical nods to the Place Vendôme atelier throughout the space. Looking to the maison's heritage for inspiration, references are made to historic Schiaparelli collaborators such as French interior designer Jean Michel Frank, Swiss sculptor Alberto Giacometti and famed Spanish artist Salvador Dalí.

Visitors can expect evening wear, ready-to-wear items, leather goods, handbags, jewelry and other accessories for sale.

In celebration of the opening, the boutique deployed a lineup of window displays and other decorative visuals in a recent customer activation. The ground floor of the Neiman Marcus store also got involved, offering a limited-time immersive experience featuring a curated lineup of Schiaparelli bags and surrealist accessories another similar slot is coming sometime in autumn 2023 to mark Mr. Roseberry's visit to the boutique.

<https://t.co/jdNi3irVwo>

Surrealist [#Schiaparelli](#) Anatomy.

Photographed by Alina Gross. [pic.twitter.com/TAq909M9py](https://pic.twitter.com/TAq909M9py)

Schiaparelli (@Schiaparelli) [June 23, 2023](#)

"We strive to offer our clients moments that are exceptional experiences," said Delphine Bellini, CEO of Schiaparelli, in a statement.

"Our boutique-atelier at Neiman Marcus Beverly Hills provides such a unique environment, warm and welcoming while immersing visitors into the incredible worlds of Elsa Schiaparelli," Ms. Bellini said. "Neiman Marcus is an amazing retail partner who understands our unique sense of exclusivity and creative expression and provides the perfect environment.

"Both Neiman Marcus and Schiaparelli share a common desire to offer customers the most exceptional pieces and inspirational shopping experiences."

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