

RETAIL

## Neiman Marcus goes west, saluting American landscapes for fall 2023

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*From Dallas to Phoenix to Los Angeles, the U.S.'s desert and coastal hot spots intermingle, staging the company's latest luxury lineup. Image credit: Neiman Marcus*

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By EMILY IRIS DEGN

U.S. retailer **Neiman Marcus** is hitting the road for its latest campaign, "New Frontiers."

With models sporting collection offerings through deserts and on horseback, the Texas-born store is reveling in the beauty of its home country for fall 2023. Set against the backdrop of the American West, this is the first presentation brought forth under Ryan Ross, the company's newly appointed president.

"Our fall campaign New Frontiers is inspired by boundless horizons," said Mr. Ross, in a statement.

"It is captured by photographer Arnaud Lajeunie, featuring pieces from some of our most sought-after designer collections, set against the great American landscapes," he said. "Highlights include the understated luxury of Zegna, the masterful craftsmanship of Bottega Veneta and visions in red taken from the runways of Gabriela Hearst and Ferragamo.

"This curation is carefully selected to bring magic to your fall season."

West by Southwest

From Dallas to Phoenix to Los Angeles, the American West's most recognizable places stage New Frontiers.

Footage and vintage-inspired photography of the Rocky Mountains, Monument Valley and California palm trees weave together in the campaign, creating a dreamlike narrative as models traverse the land on horseback, via luxurious road trips and walking.



*The mountains of the snow-capped West stand stoically behind as models wear Neiman Marcus's autumnal drop. Image credit: Neiman Marcus*

The men and women don 1970s style staples on their adventures, including leather jackets, aviator glasses, white suits, sturdy boots and items in line with the recently resurrected "prairie core" aesthetic also true to the time period, the women wear heavy eyeshadow yet leave brows seemingly untouched.

Sounds from the referenced era also have a part to play, the campaign's music combining elements from bands like The Surfaris and the folk-rock genre's most famous songs, such as America's "A Horse With No Name."

The rising popularity of the surfer lifestyle, the emergence of the nomadic "Dirtbag" and the timeless allure of the Wild West all play a part, each of which being well-known movements and pop-culture topics that took over America's left half in the 1970s.

As the models embody both the free-spirited romanticism of the past and the high-luxury look of modernity, Neiman Marcus establishes its products as a marriage between the two. With what the company calls its "pioneering" personality at the heart of the effort, heritage and future are expressed via fashion.



*Everything was shot in New York City through high-technology screens in order to show the plethora of western sites without having to travel to them. Image credit: Neiman Marcus*

The roundup of clothing, shoes and more can be found in-store and online at <https://www.neimanmarcus.com/c/new-now-shop-the-edits-fall-collection>.

Reading into it

Though this setting is nothing new to the company the retailer themed a collaboration and entertainment push around the American West in 2022 ([see story](#)) another element of the collection is fresh.

In a move away from traditional catalogs, Neiman Marcus is out with a Fall Book, allowing customers to dive deeper into the campaign and the art that went into it.

On its cover is the historic butterfly, which is now reintroduced as a fresh house code.

The read is a condensed yet interactive experience, filled with poetic questions, and rich stories created for each image of Americana. Five people are also highlighted, becoming the first included in the debut installment of Neiman Marcus's anthology series, which is kicked off by this collection.



*Horses and cars as their method of transport, the models seem to nod to the mobility history of the West, crisscrossed by Pony Express paths and the first Highways. Image credit: Neiman Marcus*

Each of the noteworthy individuals are highlighted in the book, dubbed The Achievers in this case, it is Wes Gordon, creative director at Carolina Herrera a brand that also recently dropped a similar product ([see story](#)); Gregg Araki, filmmaker; Amy Sall, writer and curator; Cornelia Guest, social and animal rights activist; and Ceedee Lamb, wide receiver for the Dallas Cowboys.

The Fall Book is now available at [NeimanMarcus.com](https://www.neimanmarcus.com).

"Since its founding, Neiman Marcus has stood for dream-making and achievement at the highest level," said Nabil Aliffi, chief brand officer at Neiman Marcus, in a statement.

"We continue to strive for excellence, providing unique experiences and expert curation, only available at Neiman Marcus," Mr. Aliffi said "Through New Frontiers we aim to strengthen our creative identity with elevated imagery that captures the Neiman's spirit while celebrating our brand partners' unique expressions."

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