

COMMERCE

## Neiman Marcus takes huge steps with global commerce expansion

March 23, 2012



By TRICIA CARR

Neiman Marcus Group is looking to establish itself as a major international luxury brand by expanding to the Asian market with a new online shopping and editorial site later this year.

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The retailer took a \$28 million stake in Glamour Sales Holding, a private ecommerce company that specializes in authorized online flash sales for consumers in China and Japan. The company will host Neiman Marcus' first ecommerce site in China.

"Chinese customers are growing increasingly savvy about luxury goods and there is a surging demand in the Chinese market for a Web site that brings to life the multi-brand, high-service, luxury retail experience provided by Neiman Marcus and Bergdorf Goodman," said Ginger Reeder, vice president of corporate communications for **Neiman Marcus Group**, Dallas, TX.

**Glamour Sales Holding** was founded in 2009 and operates the leading Web sites in China and Japan for flash sales.

Neiman Marcus Group also owns New York-based retailer Bergdorf Goodman, but does not have any plans as of press deadline to expand.

## Savvy shoppers

The conception of the site is in response to economists' predictions that China will soon surpass the United States as the largest online commerce market, claims the brand.

In addition, China is projected to outdo Japan as the top market for luxury products with an estimated \$37 billion in annual sales.

Neiman Marcus' non-controlling investment in Glamour Sales Holding will help to grow the company's existing flash-sales business in Asia and build the new Neiman Marcus ecommerce site.

The retailer said it chose Glamour Sales Holding to create the ecommerce site due to its expertise in the desired market.

Neiman Marcus is expected to launch the Chinese shopping site by the end of 2012, which could be a strategic move to reach luxury consumers during the holiday shopping season.

The site will house a full-price collection of Neiman Marcus' current-season, high-end products by European, American and Chinese designers that will meet the needs of the Asian luxury market.

Luxury consumption by Chinese consumers increased more than 15 percent year-over-year in 2012 ([see story](#)).

Neiman Marcus was the first luxury retailer to offer an ecommerce site, claims the brand.

**Neiman Marcus**

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## Product page on Neiman Marcus' U.S. ecommerce site

Glamour Sales Holding is the first company to bring authorized flash sales to China and will closely monitor the transactions of the Neiman Marcus ecommerce site to guarantee that all products sold are authentic and come directly from the manufacturer, Ms. Reeder

said.

"The Neiman Marcus Group team has done a great deal of research and due diligence," Ms. Reeder said. "At the end of that months-long process, the choice was clear.

"Glamour Sales is the right strategic partner because of its keen understanding of China, the consumer and luxury goods markets there," she said. "And, most importantly, traceability."

Language barrier

Neiman Marcus' Chinese ecommerce site will incorporate editorial content and videos in the midst of its retail offerings to make the site an invaluable resource for luxury consumers in China, claims the brand.

Neiman Marcus could be mirroring the current success of its U.S. ecommerce site that features designer Q&As and the NMDaily blog.



*Q&A section of Neiman Marcus' U.S. ecommerce site*

Online interactions are important to the retailer, as proven by previous campaigns.

For example, Neiman Marcus launched a new experience in four of its U.S. locations that serves to heighten customer service and the in-store atmosphere with a personal shopping mobile application ([see story](#)).

In addition, the retailer paired with social shopping platform ThisNext.com to create Shoe Dish, the first Facebook app where consumers can share shoes with their friends and buy them on-site ([see story](#)).

"Luxury consumers are just like other consumers," said Kevin Frische, senior vice president and general manager at FiftyOne Global Ecommerce, New York. "They want to have a great experience online and feel they are getting something they will really value.

"A U.S. retailer enabling an ecommerce site for the China market is a way to tap a huge, Internet-savvy market," he said.

Final Take

*Tricia Carr, editorial assistant at Luxury Daily, New York*

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