

RETAIL

Neiman Marcus honors holiday magic maker' associates

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NMG associates such as Felix Estridge, a customer care specialist, are being recognized for their contributions to the company. Image credit: Neiman Marcus Group/Shea Cannon

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus Group is shining a light on the festive efforts of its associates through a recognition program.

Recognizing their dedication to exceptional customer service, the department store chain has bestowed the title of "holiday magic makers" upon 10,000 employees this season. This year, more than 250 are receiving special nominations for their efforts, each embodying Neiman Marcus's values and promote luxury.

"Our NMG Magic Makers are the heart of our relationship business going above and beyond to make life extraordinary for our customers, delivering exceptional experiences across our integrated retail model," said Geoffroy van Raemdonck, CEO of [Neiman Marcus Group](#), in a statement.

"We also partner with the world's most desired brands to curate an amazing assortment continuing to build on our legacy as the ultimate luxury gifting and holiday dressing destination."

Seasonal service

NMG associates such as Felix Estridge, a customer care specialist at Neiman Marcus, are being honored for their contributions to the company.

Hired 15 years ago as a seasonal employee, Mr. Estridge has since joined the company full-time due to his "extraordinary customer impact." Working in Dallas-Fort Worth, Texas, the sales contact takes on a symbolic role once a year, playing Santa Claus at his local Neiman Marcus store.



Mr. Estridge plays Santa Claus at a Neiman Marcus Texas store. Image credit: Neiman Marcus Group/Shea Cannon

"One of my favorite memories was fulfilling a lifelong dream for a 94-year-old customer who never had the opportunity to visit Santa as a child," said Mr. Estridge, in a statement.

"Her immediate joy was contagious, cementing in my heart that holiday magic is truly for all ages," he said. "I feel lucky to work for a company that prioritizes belonging, emphasizes individual strengths and encourages associates to explore new opportunities for growth.

"This unique culture allows me to create magic year-round, bringing the same cheer I feel as Santa to my role in customer care."

Other celebrated associates include Anthony Suggs, vice president of supply chain at Neiman Marcus Group; David Hoey, senior director of visual merchandising at Bergdorf Goodman and Marjon Zabihi Henderson, senior director of brand experience and special events at Neiman Marcus.



Mr. Hoey directs Neiman Marcus' famed Fifth Avenue window displays. Image credit: Neiman Marcus group/BFA/Zach Hilty

"My journey with Neiman Marcus began 20 years ago, marking the inception of my career," said Ms. Henderson, in a statement.

"The company has nurtured my professional development, propelling me from an in-store position to a corporate role where I now spearhead events and special projects across the organization," she said. "Neiman's has undergone an incredible transformation during my tenure and our holiday traditions represent who we are as a company, largely thanks to our wonderful teams."

Aside from the naming of these "holiday magic makers," Neiman Marcus Group is granting customers the opportunity to support philanthropy at the company's points-of-sale ([see story](#)).

Proceeds will benefit the brand's longtime partner, the Boys & Girls Clubs of America. At Bergdorf Goodman, funds will go to New York-based nonprofit Culture for One, which provides artistic opportunities to children in foster care.

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