

RETAIL

# Neiman Marcus Group rings in second year of reimagined fashion awards

March 4, 2024



Today, Mr. Jacquemus, Ms. Chiuri and Mr. Roseberry are being honored on the Times Square NASDAQ screens. Image credit: Neiman Marcus Group

---

By LUXURY DAILY NEWS SERVICE

U.S. luxury retailer Neiman Marcus Group is celebrating some of the biggest names in fashion.

On Sunday, March 3, the company rang in the second edition of its reimagined NM Awards at the Ritz Paris. The honor was given to designers Maria Grazia Chiuri of Dior, Daniel Roseberry of Schiaparelli and Simon Porte Jacquemus of the eponymous brand.

“With a program history that spans over eight decades, the Neiman Marcus Awards are proof of our unparalleled legacy of building brands and connecting global creative visionaries with the American luxury customer,” said Geoffroy van Raemdonck, CEO of **NMG**, in a statement.

“As we look forward to the customer activations with this year’s award recipients, we will continue to push the boundaries of our integrated retail approach and deliver on our promise to revolutionize luxury experiences.”

## **In fashion**

The weekend event was attended by industry leaders and professionals, kicking off a year-long partnership with the winners of the award.

Throughout 2024, customer programming will ensue in collaboration with the honorees, driving engagement for Neiman Marcus and business for the three figures. The 2023 recipients saw a double-digit increase in their net sales compared to 2022 at their respective brands; last year the awards were reworked and renamed ([see story](#)).



*Geoffroy van Raemdonck, Sidney Toledano, Delphine Bellini, Diego Della Valle, Lana Todorovich and top customers were among those in attendance. Image credit: Neiman Marcus Group*

The Neiman Marcus Award for Distinguished Service in the Field of Fashion was granted to Ms. Chiuri, creative director of women's haute couture, ready-to-wear and accessories collections at Dior. The founder himself received the award in years past, as the program has been running since 1938.

"The same award was also given to great designers whom I admire greatly," Ms. Chiuri said, in a statement.

"Furthermore, it is also a reflection on my time at Dior," she said. "My desire has always been to be in dialogue and conversation with the work of Monsieur Dior through the archives and the history of Dior."

"I would like to truly thank all of the people who have enabled me to receive this award, because fashion is a great community and so this Award is to be shared with all of these people."

The Neiman Marcus Award for Innovation in the Field of Fashion went to Mr. Jacquemus, founder and creative director of his eponymous brand.



*Geoffroy van Raemdonck and Lana Todorovich presented the 2024 Awards. Image credit: Neiman Marcus Group*

Finally, Mr. Roseberry, creative director of Schiaparelli, was given the Neiman Marcus Award for Creative Impact in the Field of Fashion.

"I'm so grateful to Geoffroy and to Lana for honoring me with this award, and to Neiman Marcus for being the institution that it is for giving so many of us permission to dream big," Mr. Roseberry said, in a statement.

These three join more than 150 other luminaries that have been given the award. Today, nearly 90 years after its founding, the program acts as a strategic platform to build up brand partners.

This year it expands further, now involving a partnership with education and career prep nonprofit Fashion Scholarship Fund. Neiman Marcus will organize mentoring sessions between recognized labels, scholars and alumni throughout 2024.

Additionally, the three awardees will partake in the company's "retail-tainment" strategy, with a congratulatory message being projected across the Times Square NASDAQ screens in New York today.

LuxuryDaily is published each business day. Thank you for reading us. Your **feedback** is welcome.