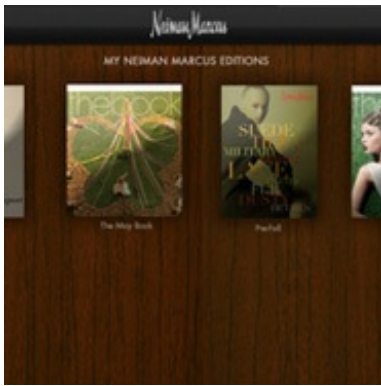


MOBILE

Neiman Marcus enables commerce in catalog via iPad app

October 5, 2010



By PETER FINOCCHIARO

Upscale retailer Neiman Marcus is letting shoppers jump from the pages of its catalogs directly into its online shopping platform in one tap via a new iPad application.



NM Editions creates a unified platform for viewing all of Neiman Marcus' publications such as its annual Christmas Book that was released today. Consumers can select and purchase items from the catalogs within the application, which is available for free in Apple's App Store.

Bergdorf Goodman owns Dallas-based Neiman Marcus.

The luxury retailer is no stranger to the mobile space, and vowed to be completely mobile by fall during a presentation at the Luxury Interactive conference in July ([see story](#)).

Soon after, the company began selling its products via a mobile-optimized Web site ([see story](#)).

This is the retailer's first iPad application.

Catalogs get commerce

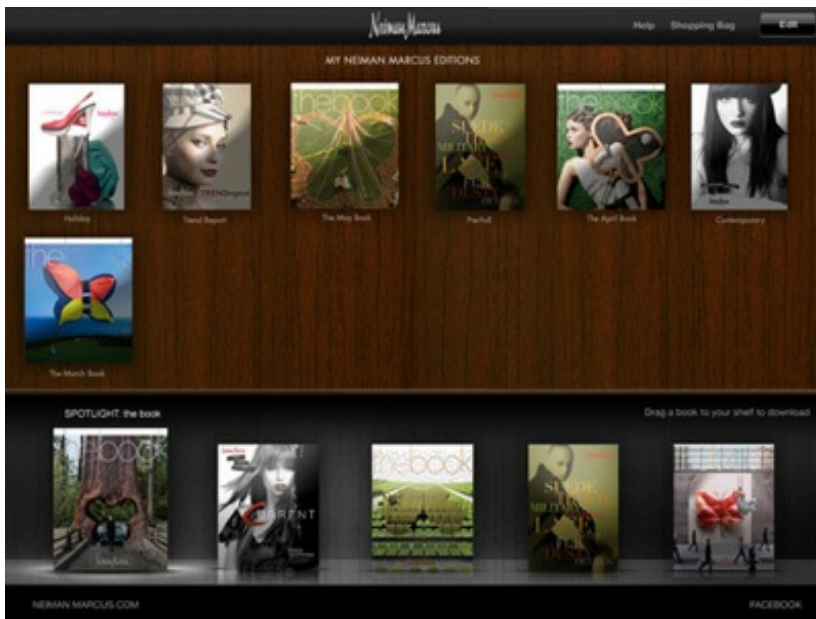
The application's home screen is divided into two sections.

The top two-thirds of the page let consumers view the Neiman Marcus publications they have already downloaded.

Readers can tap on the catalog icons to open them.

The bottom portion of the screen shows all the publications available through the application.

Consumers can download catalogs by tapping on the books in the lower third of the screen, which generates a pop-up where they can confirm the download. They can also download by dragging a catalog's thumbnail into the top portion of the screen.



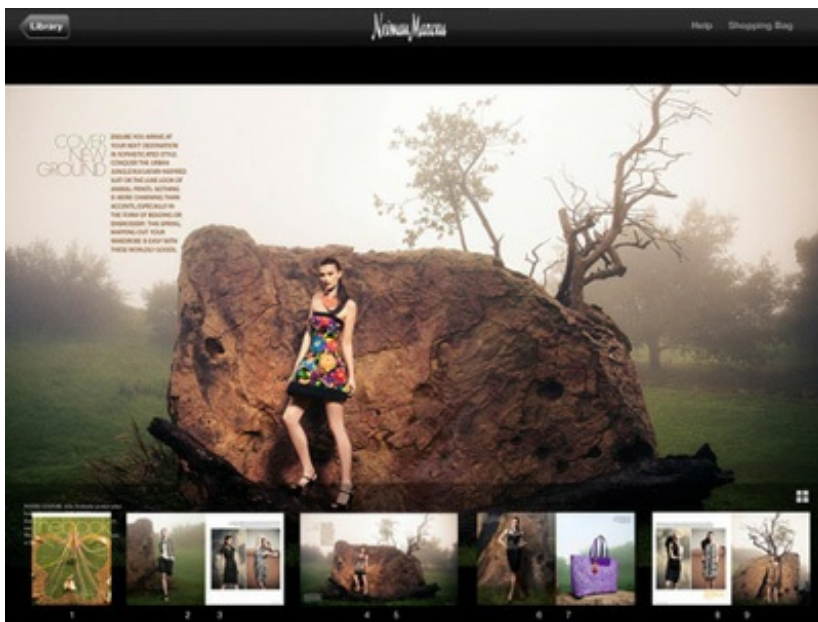
Within each book, consumers can drag their fingers left or right across the screen to flip pages.

Tapping on the screen once brings up a menu bar on the top of the screen that readers can use to return to the homepage, log-in to their Neiman Marcus accounts and access their shopping bags.

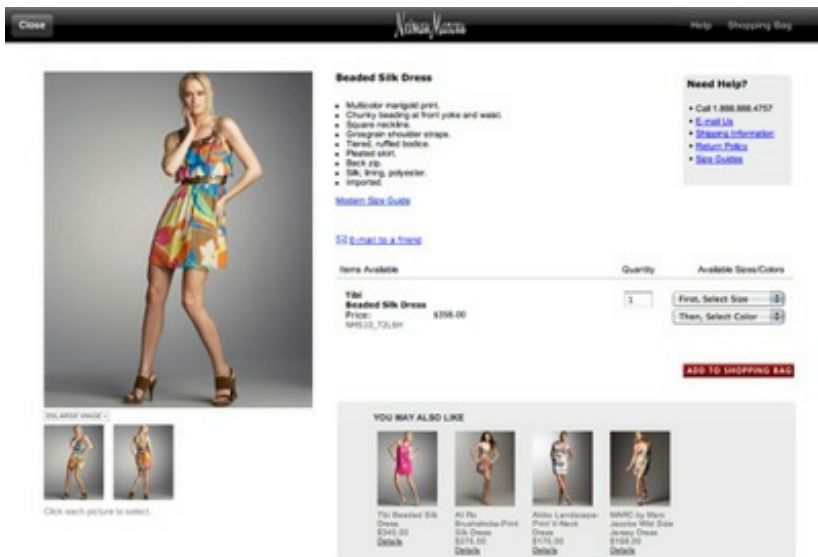
A navigation bar on the bottom of the screen shows thumbnails of different pages that users can scroll through horizontally to quickly find their desired page.

Some pages include orange icons with triangular play buttons inside, which users can tap on to launch videos.

Additionally, products shown in the catalogs will appear with small orange "I" icons over them that shoppers can click on to find product detail pages.



The product pages feature more information about the items in question, as well as multiple images, suggested items, and areas where shoppers can input quantity, size and color preferences before adding to their shopping cart.



The first publication available on the application is Neiman’s 2010 Christmas Book, which highlights the high-end items the retailer is promoting for the holiday season.

The upscale retailer has plans to add at least three other catalogs to the application, titled “The Book,” “Parisian Chic” and “Current.”

Neiman Marcus was not available for comment by press time.

Final Take

Peter Finocchiaro, editorial assistant at Luxury Daily, New York

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