

IN-STORE

Chanel and Neiman Marcus continue Dallas celebration with store window display

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By SARAH JONES

As French fashion house Chanel's time in Dallas came to an end, the brand decided to leave a lasting impression with an exclusive window display in Neiman Marcus' flagship store.

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The windows were designed by Chanel creative director Karl Lagerfeld, and feature a smaller version of the set from the brand's Dallas fashion show with cardboard cutouts of models wearing looks from the collection. By setting up this display, both Neiman Marcus and Chanel are able to remind consumers of their length relationship.

"The windows were a gift from Chanel to Neiman Marcus, to give those people who could not attend the Metiers d'Art show a glimpse of what the show was about," said Ginger Reeder, vice president of corporate communications for [Neiman Marcus](#), Irving, TX.

Special visit

Chanel showed its Metiers d'Art collection in Dallas to honor the brand's relationship with the United States, solidified in 1957 when Coco Chanel visited Texas and was met with an overwhelmingly positive response.

Mr. Lagerfeld directed a 30-minute film focusing on the brand's history following World War II, when its founder Coco Chanel returned to fashion after a hiatus ([see story](#)).

The film covered Ms. Chanel's welcome from Neiman Marcus, which included the retailer's co-founder Stanley Marcus presenting her with the Neiman Marcus Award for Distinguished Service in the Field of Fashion. Before Mr. Lagerfeld left Dallas, current Neiman Marcus CEO Karen Katz presented him with the same award Ms. Chanel received more than 50 years ago.

As Chanel was in Dallas, both the brand and Neiman Marcus paid tribute to their historic relationship, posting vintage photos from Ms. Chanel's midcentury trip.

Following Chanel's presentation, Neiman Marcus wrote on its blog about the show from an insider's perspective.



Neiman Marcus blog

The windows created by Chanel's image team are the final piece of the puzzle for both brands to tell the story of the brand's visit to Texas.

Mr. Lagerfeld's designs play off the Americana theme of his Dallas show, which looked like a rodeo.

One window depicts a saloon, complete with cowboy boots tucked into shelves on the wall.



Chanel window at Neiman Marcus

Another shows a few rows of wooden bleachers, like those set up at the show.



Chanel window at Neiman Marcus

American flag colors are seen throughout the windows, and the Chanel logo is created with horseshoes for the Paris Dallas sign in each window.

"This display attempts to bridge the gap between Europe and the southern U.S., making Chanel more relatable in modern day America," said Laura Sossong, consultant for [Boston Retail Partners](#), Boston.

"These windows are likely to increase foot traffic and sales of Chanel merchandise, and at a minimum will bring Neiman Marcus tremendous publicity," she said.

Retail relations

This holiday season has seen a number of other fashion houses takeover department store windows, generating publicity and foot traffic for the retailers.

For instance, British apparel and accessories brand Mulberry took over five windows at London department store Harrods to tell a branded fairy tale to engage consumers this holiday season.

These "Festive Fairy Tale" windows are part of a larger holiday campaign by Mulberry, and serves as the theme for the brand's gift guides. By infusing storytelling into its window display, Mulberry is able to tap into consumers' nostalgia for their childhoods during the holiday season, and inspire entry-level consumers to choose Mulberry when they are shopping for presents ([see story](#)).

Also, French department store Printemps enlisted Italian fashion house Prada to give its Paris location's holiday windows a high-fashion touch.

The display, entitled "A Joyful Obsession," is a colorful creation that is classically

Christmas with visual elements that evoke the Prada brand, including a bold black and white checkerboard pattern and teddy bears. The windows allow Prada to acquaint more people with the brand's image and aesthetic in a memorable, joyous way ([see story](#)).

Neiman Marcus and Chanel are both set to benefit from this showing of their affinity for one another.

"This particular relationship will not only drive in-store sales for Neiman Marcus, but will build more awareness and brand affinity for Chanel, consequently leading to increased profitability for Chanel," Ms. Sossong said.

"For Neiman Marcus, it is incredibly important to have a strong relationship with such an iconic brand," said Dominic Bentzel, consultant for [Boston Retail Partners](#), Boston.

"Retailers should be careful to put all of their eggs in one basket, but for luxury retailers having the endorsement of the world's top brands and showing that these brands want to be associated with them definitely improves their stock and their image in the eyes of the consumer," he said.

Final Take

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