

Neiman Marcus Partners With BLVD To Offer A First-Of-Its-Kind In-Store Beauty Service Experience

The luxury retailer and prestigious beauty service platform brings four unique specialty services together in a curated experience to its Short Hills and new Hudson Yards store locations

NEW YORK, Jan. 30, 2019 /PRNewswire/ -- Neiman Marcus, the Dallas-based premier luxury retailer, and Hudson BLVD Group (HBG), a specialty beauty service platform, announced today a partnership to roll-out BLVD, a multi-brand luxury beauty destination, at select Neiman Marcus stores nationwide. BLVD will open at Neiman Marcus' Short Hills store this Friday, February 1, 2019 and at the highly anticipated Neiman Marcus Hudson Yards store in New York City in March 2019.

Neiman Marcus and BLVD will offer four personalized beauty services, providing customers with seamless access to their favorite specialty beauty brands in both Short Hills and Hudson Yards:

- **DREAMDRY**, co-founded by Rachel Zoe and Robin Moraetes, is the premium destination for blowouts, braids and updos, with a full offering of the latest in hair styling trends and techniques.
- **PUCKER** provides premium eyelash extension services by the top artists in the field. With a focus on healthy lashes, PUCKER uses only the highest quality lashes and products.
- **VALLEY NAILS** has specialized in inspired nail art and quality services since 2006, all with toxin-free nail polish and 100 percent natural cruelty free products.
- **SPRUCE & BOND** has been offering results driven beauty treatments for almost 20 years, including brow shaping and tinting, professional chemical peel treatments and hair removal services (laser hair removal and waxing treatments not offered at the Short Hills location).

"Hudson BLVD Group partnered with Neiman Marcus to provide our like-minded clients a premium beauty experience. BLVD is the new standard in beauty services and is the first of its kind," said Robin Moraetes, President, Hudson BLVD Group. "We have reinvented the traditional full-service salon model by bringing the best in beauty service brands together under one roof, and offering clients their favorite specialty beauty brands in one convenient, luxury experience."

"Neiman Marcus has been devoted to offering luxury experiences with the highest level of customer service since 1907," says Robert Hughes, Senior Vice President of Stores, Neiman Marcus. "This partnership with Hudson BLVD Group further elevates Neiman Marcus at the forefront of retail innovation through the introduction of a personalized beauty services experience that helps our customers look and feel their best."

Members of Neiman Marcus' loyalty program, InCircle, will be able to enjoy BLVD services as an added redemption option of their InCircle Perk Cards. The InCircle program's benefits include points for every dollar spent using a Neiman Marcus credit card, complimentary 2-day shipping online, complimentary gift packaging in store and online, and access to an InCircle concierge.

Additionally, the first 50 clients who purchase a BLVD Founders Card membership for an annual fee of \$150 will receive 10 percent off a la carte services and retail items, a Neiman Marcus beauty bag at the time of purchase (\$50 value), as well as birthday blowout, Kerastase Fusio-Dose treatment, facial peel and dreamturban (total \$210 value). This offer is only applicable at the Short Hills location. An exclusive Hudson Yards Founders Card will launch when that location opens this March.

Customers can conveniently book beauty services at BLVD's Neiman Marcus Short Hills location online at www.yourbeautyblvd.com or by calling the salon at +1-973-847-2583. Appointments at Neiman Marcus Hudson Yards will be made available to customers in March 2019. Services are available seven days a week.

ABOUT NEIMAN MARCUS GROUP

Neiman Marcus Group LTD LLC is a luxury, multi-branded, omni-channel fashion retailer conducting integrated store and online operations under the Neiman Marcus, Bergdorf Goodman, Neiman Marcus Last Call, Horchow, and mytheresa brand names. For more information, visit www.neimanmarcusgroup.com.

Keep up with the latest news and events happening at Neiman Marcus by becoming a fan on Facebook, following us on Twitter, Instagram, Pinterest, and Snapchat.

ABOUT HUDSON BLVD GROUP

Hudson BLVD Group owns and operates a collection of highly curated premium beauty service brands. HBG offers discerning consumers a comprehensive suite of owned and licensed specialty beauty services via an integrated operational platform, and delivered through its unparalleled master brand, BLVD. Through BLVD, the company offers its consumers a luxury beauty destination with custom services from premium brands under one dynamic roof. Existing brand holdings include: Blvd, DreamDry, Spruce & Bond, Valley and Pucker. www.hudsonblvdgroup.com

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