

Neiman Marcus' 'The Art of Travel' Campaign Takes Off

The Luxury Retailer to Unveil Collection of Over 500 Exclusive Travel-Friendly Products Through a Campaign Photographed in the World's Most Desired Locations

DALLAS, Feb. 28, 2019 /PRNewswire/ -- Tomorrow, Neiman Marcus launches "[The Art of Travel](#)," campaign, kicking off a season of discovery for shoppers with travel-themed exclusives and a complementary spring issue of Neiman Marcus' *the book*. From handbags and fine apparel to beauty and men's, over 500 product exclusives have been curated across all merchant divisions into this special "The Art of Travel" collection.

"Through The Art of Travel, we are bringing the spirit of travel and the magic of fashion together for our customers in an innovative and experiential way," said Theresa Palermo, Senior Vice President, Brand Marketing & Public Relations, Neiman Marcus Group. "We are inspiring our shoppers and engaging them at every touch point, both in stores and online. The Art of Travel will be an immersive experience for our customers, offering them insider travel tips from notable fashion designers, engaging in-store events with brand partners, and an impressive collection of exclusive products."

Neiman Marcus partnered with [Tourism Ireland](#), [Tourism Authority of Thailand](#), [Audley Travel](#), and [MSC Cruises](#) to travel across the globe and capture original content through the lenses of notable photographers Phil Poynter, Agata Pospieszynska, Billy Kidd, Jeff Stephens, Greg Lotus, and John Balsom.

"The Art of Travel" campaign can be seen in the Neiman Marcus spring book, offering travel guides, best-in-class fashion, and tips and tricks from travel industry insiders. The campaign continues online and in all 43 stores with an extensive collection of travel-friendly products. In-store activations will also take place at Neiman Marcus Hudson Yards in New York City, Neiman Marcus Beverly Hills, and Neiman Marcus at NorthPark Center in Dallas.

"Travel is such a magical and personal experience. My style has evolved dramatically over the years through experiencing different cultures and destinations," said Ed Burstell, Senior Vice President, Production Innovation. "I'm excited to see how this collection of fantastic pieces we've curated will complement our customers' wardrobes in different ways."

A few notable items from the collection include exclusive [Sophia Webster Dina Transparent Crystal-Caged Sandals](#) (\$395, X4B6M), an exclusive [Prada Vela Travel Duffel Bag](#) (\$1,950, V463U), an exclusive [Brunello Cucinelli Men's Colorblock Zip-Front Coat](#) (\$1,995, N5UBD), and an exclusive [Knesko Skin Rose Quartz Antioxidant Travel Set](#) (\$99, C4VVA), to name a few.

"The Art of Travel" pieces will be available to shoppers from March until May both online and in stores. Neiman Marcus stores will also be transformed into travel hubs, celebrating the campaign through creative window displays and interior presentations with vitrines and visual towers.

Assets from "The Art of Travel" campaign can be downloaded here: <https://bit.ly/2TCc8rJ>.

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 on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [Snapchat](#).

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For further information: Rachel Hiatt, Manager, Brand Public Relations, Neiman Marcus Group, rachel_hiatt@neimanmarcus.com, 214-573-5395

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