

Matt Bomer Takes Neiman Marcus Customers On A Tour Of His Los Angeles Stomping Grounds

The Luxury Retailer's Men's Spring Campaign Features Tastemakers Including Actor Matt Bomer, Musician Troy Andrews, and Restaurateur Michael Chernow

DALLAS, March 5, 2020 /PRNewswire/ -- Neiman Marcus launched *Stomping Grounds*, its men's spring campaign, featuring prominent tastemakers produced in video vignettes in partnership with InsideHook. Customers are invited to explore the cities that have shaped and inspired the careers and creative journeys of actor, director, producer, and philanthropist Matt Bomer, musician, author, and philanthropist Troy Andrews, and restaurateur and entrepreneur Michael Chernow through a three-part branded content series.

Each episode of the *Stomping Grounds* series will take viewers on a tour of the subject's favorite haunts and hangouts, learning how their city has influenced their professional, personal, and sartorial identity.

"When I look at my personal style today I see how much I continue to be influenced by living in New York City during the 80s and 90s. I gravitate to pieces reminiscent of my own personal journey. Our Stomping Grounds campaign captures that spirit. The campaign gives our customers a unique perspective into how these three tastemakers were influenced by the cities they live or grew up in," said Lana Todorovich, President and Chief Merchandising Officer, Neiman Marcus. "Our campaign celebrates being adventurous and looking at Spring as an opportunity to not only refresh but trying something new yet nostalgic. We hope that our campaign inspires men to find personal ways to upgrade their looks and refine their styles while celebrating where they came from."

Neiman's spring campaign presents the luxury retailer's extensive assortment of trends that fit the aesthetic of every man:

- For the young artist looking to stand out in the crowd, Matt Bomer suggests investing in the patterned, short-sleeve shirts that evoke LA's comfortable, laid-back vibe.
- Musician Troy Andrews flaunts a Versace tie-dye t-shirt and sneakers in the aisles of the Louisiana Music Factory as an homage to New Orleans funk legends Art Neville and George Porter Jr. of The Meters.
- And for those who thrive on the energy of New York City, restaurateur Michael Chernow recommends embellishing your look with finishing touches like a David Yurman bracelet or necklace.

"This spring's trends are perfectly emblematic of our customer who is both playful and polished. We are seeing him embrace bold, vibrant colors in sportswear as well as muted, pale neutral tones in soft tailoring. We see him choosing vivid tie-dyed pieces to brighten up his weekend wear and updated safari-style jackets for the casual workplace. The bold printed short sleeve shirt is perfect for an evening out or layered over a colorful tee shirt for a more relaxed look," said Bruce Pask, Men's Fashion Director, Neiman Marcus and Bergdorf Goodman. "The Neiman's Man is confident and self-assured, with a strong sense of personal style. Our job is to find the most exciting new items and create updated, easy-to-wear outfits that fit seamlessly into his wardrobe, helping him to look and feel great, to express his best self."

These trends as well as many others are brought to life through Neiman Marcus' website, email, social media, and through spectacular visual and event moments across each of the luxury retailer's 43 stores.

Assets can be downloaded here: <https://www.dropbox.com/sh/q1fg3jnxziw5yc7/AABrIcz-4NgJiVVIga0huVUTa?dl=0>

ABOUT NEIMAN MARCUS

Neiman Marcus is a Dallas-based luxury retailer, providing luxury customers access to exclusive and emerging brands, anticipatory service, and unique experiences since 1907. Each day, Neiman Marcus digitally connects with customers around the world while delighting them with interesting, interactive, and immersive experiences across a physical 43-store presence in the U.S. From delectable dining and indulgent beauty services to bespoke experiences and exclusive products, there's something for everyone. Neiman Marcus is part of the Neiman Marcus Group, which is comprised of a multi-branded, luxury shopping experience under the Neiman Marcus, Bergdorf Goodman, Neiman Marcus Last Call, and Horchow brand names. To keep up with the latest news and events happening at Neiman Marcus, visit www.neimanmarcus.com or follow the brand on Instagram, Facebook, YouTube, Twitter, and WeChat.

ABOUT INSIDEHOOK

InsideHook is the essential lifestyle guide for successful, curious men who have limited time, great taste and a thirst for experiences. Our readers are decision-makers and trendsetters who drive the aspirations of the demographic; they are influencers in the original sense of the word. InsideHook is the definitive authority on everything this man needs to know right now about food and drink, travel, style, health, tech, culture and outdoor adventures. In addition to its website, InsideHook publishes nine email editions, and can be found on Facebook, Instagram, Twitter and Pinterest.

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SOURCE Neiman Marcus

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