

Neiman Marcus Holiday Window FY23

Celebrate BIG

Moodboard



Inspired by Midcentury Modern designs, Credit for images: Patrick Hurby



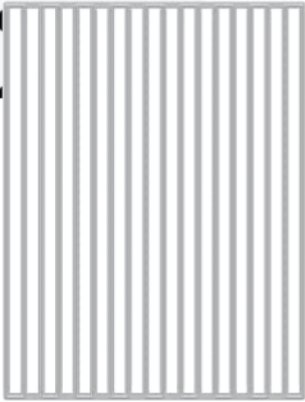
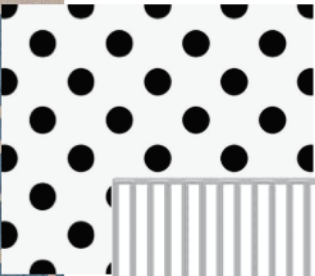
Taking 2D to 3D



Using puffy foam tape to stick layers on top of each other



Using Motors to add movement to the props



Window 1 Blue



Window 2 Green



Window 3 Pink



Window 4 Purple

Let's celebrate BIG window theme idea

The story of the Windows



Celebration means going out around the city, meeting beloved ones, and exchanging gifts. But above that, celebrating means being in your best look to go out and meet others confidently!

The story of the Windows



Neiman Marcus is the destination to be in your best look. This is not only because we have the best of the best merchandise but also because of our excellent stylists who give the best look options to our customers during this magical season. Our stylists help our customers go out with others and celebrate this magical session confidently!

Let's show this in our windows, and let's celebrate big!

Showing celebrations in main US cities and NM is one of the main attractions to celebrate the FY23 holidays.



Hollywood
Santa Monica
Vince beach
Beverly Hills
Etc
&
NEIMAN
MARCUS

Showing celebration in main cities in US and how NM is one of the main attraction to celebrate the session

Los Angeles



Art District
Downtown
Cowboy foot
shopping center
Reunion tower
Etc
&
NEIMAN
MARCUS

Showing celebration in main cities in US and how NM is one of the main attraction to celebrate the session

Dallas



Volcano
Downtown
Pearl Harbor
Dole Farm
Etc
&
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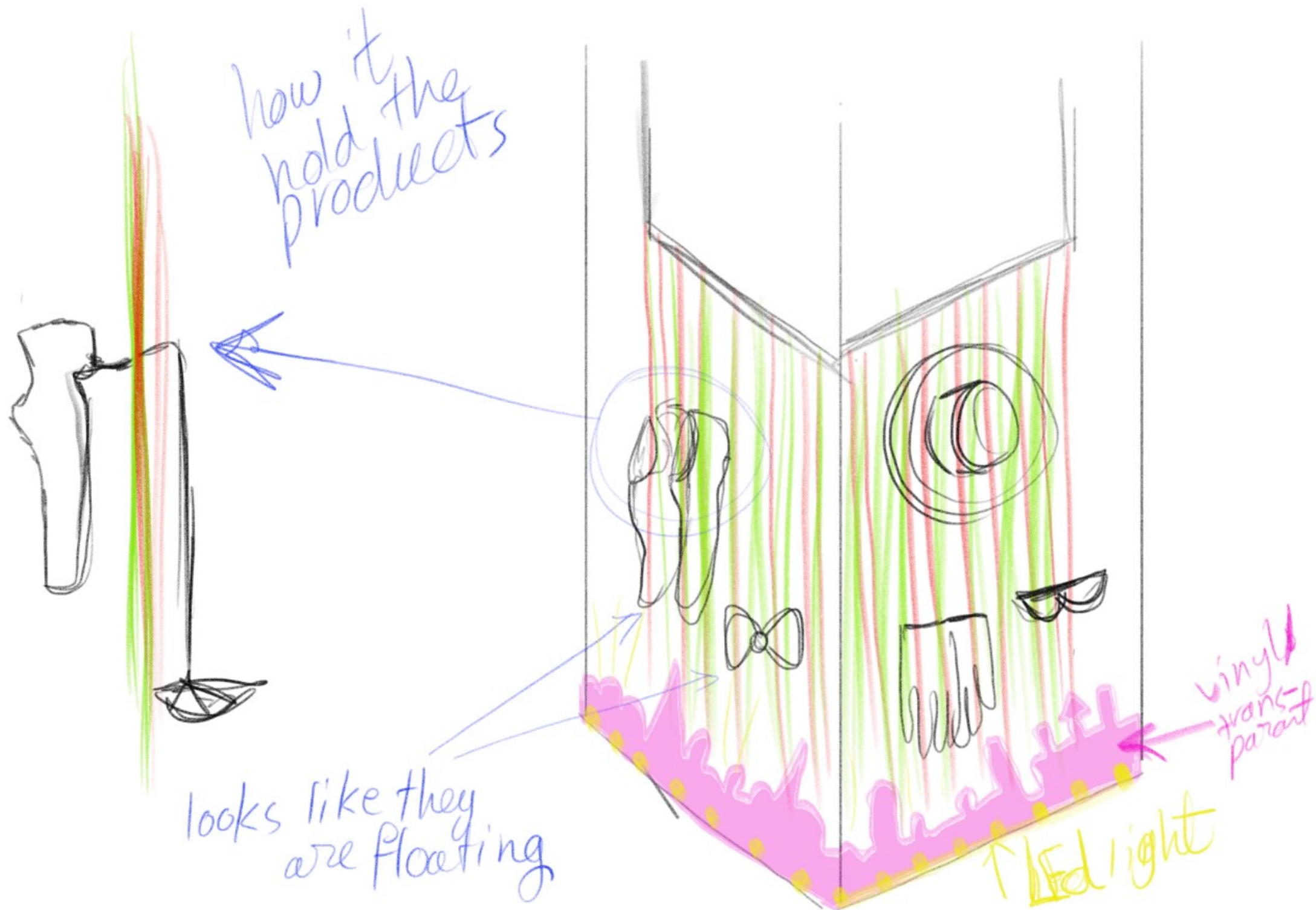
Hawaii



Time square
Statue of Liberty
Central Park
Empire State
Building
High line
Etc
&
NEIMAN
MARCUS

Showing celebration in main cities in US and how NM is one of the main attraction to celebrate the session

New York



Light coming out from the city to the merchandises above

Showing men and women merchandise that you can purchase from us to celebrate big in this magical session

Valent Windows