



## Neiman Marcus Lenox Square Mall

Atlanta, Georgia

Chain Store Age  
Retail Store of the Year / 2008

RDI  
Award of Merit / 2008

### Art Enhances Fashion

#### CHALLENGE

We were involved in the strategic redevelopment of a retail space that hadn't been significantly remodeled since 1990. Our primary objective was to reallocate space and realign categories in order to maximize productivity. Neiman Marcus also desired to expand its distinguished art collection and continue to leverage its reputation as the top upscale fashion retailer in this market.

#### SOLUTION

Our team set out to plan a setting that featured the art itself, rather than viewing it as simply a part of the interior decoration. Following the store's modern art collection as a guide, we carefully distributed color and contrast. Lush textures and light colors and were applied throughout, with surprises of bright citrus hues to mark key spaces. Crisp, white expanses dominate the overall design. Planning the space for ease of navigation, we utilized attractors to move shoppers between areas. We described these merchandise spaces as "moments of luxury" in a comfortably modern environment.