



Neiman Marcus Michigan Avenue

Chicago, Illinois

Retro-Modern Remodel

CHALLENGE

Redevelopment of this four-level, 184,870-square-foot store took place over a two-year period in multiple phases, while the store remained open for business. With the last remodel back in 1985, our new objective was to reallocate space and realign categories in an updated environment that optimized merchandising opportunities.

SOLUTION

The customer journey involves a reflow of the merchandise groupings in order to improve the exposure customers have to "worlds" of related goods. Within a modern luxury aesthetic, and the retro-modern heritage specific to this store, the vibrant atmosphere incorporates spaces for local fine art, which further enhances the shopping experience.

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