

## Neiman-Marcus

Boy, talk about “local boy makes good!” Here’s a success story that would make anyone’s mouth water, and it has some interesting twists and turns.

It all started in 1905. Our own native son, Herbert Marcus, Sr., left his home town of Dallas to establish a sales promotion business based in Atlanta, Georgia, with his sister, Carrie Marcus Neiman, and her husband, Al Neiman. The ink was hardly dry on the contacts before the enterprise proved to be a great success, and the three partners were quickly approached with two buy-out offers: \$25,000 in cash, or a state franchise for some new beverage coming out on the market.

The Neiman-Marcus trio turned down the beverage franchise, took the \$25,000, and headed back home to Dallas to open their own department store, happy as could be. Little did they know.....the new beverage was called *Coca-Cola*! It later became a family joke that Neiman-Marcus was founded on poor business judgment.

On September 10, 1907, the first Neiman-Marcus opened its doors in the heart of the retail district in downtown Dallas. The founders were determined to sell satisfaction, not just merchandise. Thus, a legend was born—a Texas landmark second only to the Alamo in renown.

Neiman-Marcus’s operational concepts hit home. Word spread quickly about quality products provided with the finest service available. From the tale of a woman who wrote to Stanley Marcus requesting a male companion (because he seemed to deliver everything else) to the current stories of sales associates decorating customers’ homes for the holidays, going above and beyond the call of duty, Neiman-Marcus established a reputation that has served it well.

From a small store in Dallas, Neiman-Marcus has grown to a fashion icon with 30 stores in seventeen states (Texas has the most, with six). The stores specialize in exclusive apparel for men,

women, and children, gifts, fine china, glassware, furs, precious jewelry, and cosmetics. For the last decade or so, its “gifts” have especially garnered the company national, if not global fame (and lots of great, free publicity). Each Christmas, you can usually hear Neiman-Marcus’s new, unique offerings in the Christmas gift department...his and her round-the-world vacations, matching Ferraris, etc.

If you’ve never been in a Neiman-Marcus store, you should put such a trip on your list; it’s an experience. You may not find anything you can afford, but you can always ask for a match!

