



Illustration by Peter Oumanski.

# New York's New Playground is Here

A project four years in the making, New York City's first Neiman Marcus is here. *And it is spectacular.*

The flagship boasts three levels of the world's finest fashion, unique services, extraordinary experiences, and top-notch dining curated by Chef Thomas Keller.

See yourself like never before in fitting rooms outfitted with a spectrum of lighting options and 360-degree smart mirrors. Pay a visit to **BLVD**, our station for hair, nail, brow, and makeup services. And take a minute to stop and smell the roses at our pop-up floral shop, which can frequently be spotted near the beauty department.

Need a timeout? Try your hand at old-school arcade games, Skee-ball, and shuffleboard, or indulge in some friendly competition at the basketball court.

For a bit of eye candy, take a tour of the in-store fine art collection, which includes Lichtensteins, a Bill Cunningham photography collection, »



## NEIMAN MARCUS HUDSON YARDS OPENS MARCH 15



original Halston sketches, and an Alexander Calder mobile.

Once you've worked up an appetite, make your way to one of three signature dining options, including **Cook & Merchants**, **Bar Stanley**, and **The Zodiac Room**. Feeling snacky? Follow the smell of fresh-baked cookies wafting from our cookie cart. Our chocolate chip cookies are legendary (and well worth the indulgence).

Stop by **Neiman Marcus Live** to catch noted speakers, fashion shows, and poetry slams. And attend demonstrations at our test kitchen, where high-profile chefs frequently pop in to share their top tips and recipes.

Featuring 188,000 square feet of services, thoughtfully curated product (including many exclusives with nods to NYC), and innovative pop-up shops, Neiman Marcus always offers something new to discover. Experience it for yourself at 32nd Street and 10th Avenue. We'll see you there.

## Neiman Marcus x Minnie Muse

In celebration of our NYC debut, Minnie Muse founder **Colby Mugrabi** is curating a year of installations depicting connections in art, architecture, design, and fashion.

Mugrabi launched the research-based digital digest in 2017, creating a platform that offers a unique perspective on the power of inspiration and imagination. A *New Yorker* with a knack for making connections between multidisciplinary creative fields, she curates content and packages takeaways in engaging articles and mood boards.

This spring, Mugrabi's point of view jumps off the screen and into real life via rotating installations at the entrance of **Neiman Marcus Hudson Yards**. Featuring a mix of fashion, art, and digital muse boards, each installation will home in on a singular theme, changing every few months. See more at [MinnieMuse.com](http://MinnieMuse.com). —NICOLE JORDAN



See more at [NeimanMarcus.com/NYC](http://NeimanMarcus.com/NYC)



## travel diary

### 24 Hours in the City

#### SHOP

Peruse a New York-inspired shop, spend time in the Digital Styling Lounge, and enjoy white-glove services including shoeshines, gift-wrap, and concierge at **Neiman Marcus Hudson Yards**.

#### SIP

Treat yourself to music from some of the biggest names in Broadway and jazz at **Two E Bar & Lounge** in the iconic **Pierre Hotel**.

#### SEE

Catch noted speakers, fashion shows, and more at **Neiman Marcus Live**, the event space at Neiman Marcus in NYC.

#### STAY

Enjoy Scandinavian design, exceptional cuisine, and world-class art at **11 Howard**, a dreamy boutique hotel in SoHo.

The Blend Bar images courtesy of 11 Howard



11 HOWARD



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