



Brand Fact Sheet

- In April 2010, a new store concept, Last Call Studio™ by Neiman Marcus, was introduced in Dallas, Texas. Now there are a total of six locations, in Texas, Maryland, New Jersey, and Virginia. Mosaic is the latest Studio, opening October 12, 2012, in Fairfax, Virginia.
- Last Call Studio differs from Last Call® Store in location and assortment mix.
- Last Call Studio locations are in towns and stocked exclusively with edited, in-season, contemporary looks purchased directly from vendors. Average price points offered are less than half of what is offered in full-line Neiman Marcus® stores.
- The first Last Call Store opened in Austin, Texas, in 1988. Today there are 27 Last Call Stores across the United States.
- Last Call Stores are primarily in outlet centers outside of major metropolitan areas and are stocked with marked-down merchandise from Neiman Marcus and Bergdorf Goodman® stores, catalogs, and websites, with the balance purchased directly from many of the same designers carried in the full-line stores. Savings are up to 65% off suggested retail prices.



Mosaic Fact Sheet

- Last Call Studio™ by Neiman Marcus opens at Mosaic in Fairfax, Virginia, on October 12, 2012.
- Last Call Studio is a boutique experience offering the very latest trends and must-haves direct from designers—at a great Last Call value. This full spectrum of in-season men's and women's apparel and accessories hails from some of the most compelling names in fashion, including many of the same brands carried by full-line Neiman Marcus® stores.
- STORE HOURS
Monday–Saturday: 10 a.m.–9 p.m.
Sunday: Noon–6 p.m.
- STORE LOCATION
Mosaic
2905 District Avenue
Fairfax, Virginia 22031
703.992.6611
- Details at LastCall.com/Mosaic



Meet our stylist!



Brandy Lunsford, stylist for Last Call® by Neiman Marcus, works closely with merchants, models, and merchandise to pull together looks that speak to the fabulous and frugal spirit of the Last Call customer.

Lunsford is a graduate of Parsons The New School for Design. Her fashion experience includes stints with several major design houses, in addition to creating and launching her very own line to critical acclaim.

Brandy believes that great style can often be accompanied by a great deal. Her philosophy of balancing individual taste with key trends of the season is enhanced by the approachable pricing and designer appeal of Last Call.



Brand History

Neiman Marcus® represents the most magnificent merchandise the world has to offer. It evokes images of preeminent designers, elegant fashion, luxurious furnishings, and incomparable gifts. Since its inception, Neiman Marcus has operated by a fundamental and abiding principle: to exceed customers' expectations.

Opened in Dallas, Texas, in 1907 by Herbert Marcus, Sr., his sister, Carrie Marcus Neiman, and her husband, Al Neiman, the first Neiman Marcus store was designed to fashionably clothe the entire community of Dallas. The initial advertising promised "wider varieties and more exclusive lines than any other store in the South." Neiman Marcus pledged fashion, quality, superior values, and unparalleled service.

For the next six decades, the Marcus family led the management of Neiman Marcus, maintaining Herbert Marcus, Sr.'s principles: "There is never a good sale for Neiman Marcus unless it's a good buy for the customer" and "We want to sell satisfaction, not just merchandise." Eventually, all of Herbert Marcus, Sr.'s sons joined the company: Stanley and Edward in 1926, Herbert, Jr., in 1932, and Lawrence in 1944. During World War II, Stanley Marcus served as the chief of the clothing section for the War Production Board, while his brothers joined the armed services.

As President and Chief Executive Officer, Stanley Marcus guided Neiman Marcus through the first expansions, developed nationally recognized advertising and sales promotion events, and pursued luxury merchandise across the world. Mr. Marcus, whose uncompromising commitment to quality and customer service won Neiman Marcus international renown, served as Chairman Emeritus of the company until his death at the age of 96 in January 2002.

In 1994, Burt Tansky took the helm as Chairman and CEO where he implemented a strategy for planned growth, introduced the trend-setting fashion guide the book, and launched NeimanMarcus.com. October 2010

ushered in a new era for Neiman Marcus as Karen Katz became President and CEO of The Neiman Marcus Group, Inc. Prior to her role as President and CEO, Ms. Katz served as President and CEO of Neiman Marcus Direct—the company’s catalog, e-commerce, and direct-marketing business—including the Neiman Marcus and Horchow® brands.

The Neiman Marcus Group, Inc. operations include the Specialty Retail Stores segment and the On-line segment. The Specialty Retail stores segment consists primarily of Neiman Marcus and Bergdorf Goodman stores. The On-line segment conducts direct to consumer operations under the [Neiman Marcus](#), Horchow and [Bergdorf Goodman](#) brand names. For more information, visit neimanmarcusgroup.com.