

# Neiman Marcus to set up shop at Deer Park outlet

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Neiman Marcus is finally coming to Long Island — in the form of an outlet store.

The Dallas-based luxury retailer confirmed yesterday it had leased 32,000 square feet for a Neiman Marcus Last Call store in the Tanger Outlet Center at the Arches, the 81-acre entertainment and outlet center under development at Grand Boulevard and Commack Road in Deer Park. Completion of the development is expected by next summer.

The Last Call would be the first Neiman Marcus store on Long Island. The high-end department chain signed on more than a decade ago to build a 150,000-square-foot department store in a planned Syosset mall but has been caught in the middle of a long-running dispute among the mall's developers, the Town of Oyster Bay and local residents who have opposed the project. Neiman Marcus had originally hoped to have a department store on

Long Island by 2000 or 2001.

"We still hope that the one in Oyster Bay will take off," said Ginger Reeder, spokeswoman for Neiman Marcus. "In the meantime, this opportunity came up and it seemed to be a good one."

Neiman Marcus has 39 department stores and 20 Last Call stores nationwide. Others leasing property in the Arches include Anne Klein, Banana Republic, BCBG, Christmas Tree Shops, Disney, Eddie Bauer, Reebok and the New York Sports Club, according to Blumenfeld Development Group Ltd., developer of the center. Regal Cinemas has also signed on to build a 16-screen movie theater.

Taubman Centers Inc., the Michigan-based developer of the Syosset mall, said the outlet store would not undermine its efforts to introduce the Neiman Marcus brand to this area.

Karen McDonald, a spokeswoman for the developer, said the Last Call store is "a completely different concept" than a "traditional" department store. "It's quite common and

very complementary to have both concepts in the same, general market," she said.

Neiman Marcus, whose first store opened in Dallas in the 1920s, is one of the last name-brand department chains not to have a presence on Long Island. Joel Evans, a marketing professor at Hofstra University and expert on retailing, said an opening of a traditional Neiman Marcus department store would create a "buzz" similar to that created when Nordstrom, the Seattle-based luxury department store, opened in Roosevelt Field.

"All the major developers have tried like crazy to get a full-fledged Neiman Marcus here," Evans said. "Long Islanders have wanted Neiman Marcus to come out for a long time. It is a premier, high-end, very distinctive chain."

The company's Last Call stores carry products featured in Neiman Marcus department stores that are either overstock or out-of-season and discounted normally at 30 percent off or more, Reeder said.