

# The Neiman Marcus Group Marking Standards Manual

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lastcall  
BY NEIMAN MARCUS

# The Neiman Marcus Group Marking Standards



## Ticket Fasteners

**Swiftach:** Plastic barb attached with a swiftach gun, through the ticket and into the seam or vendor label

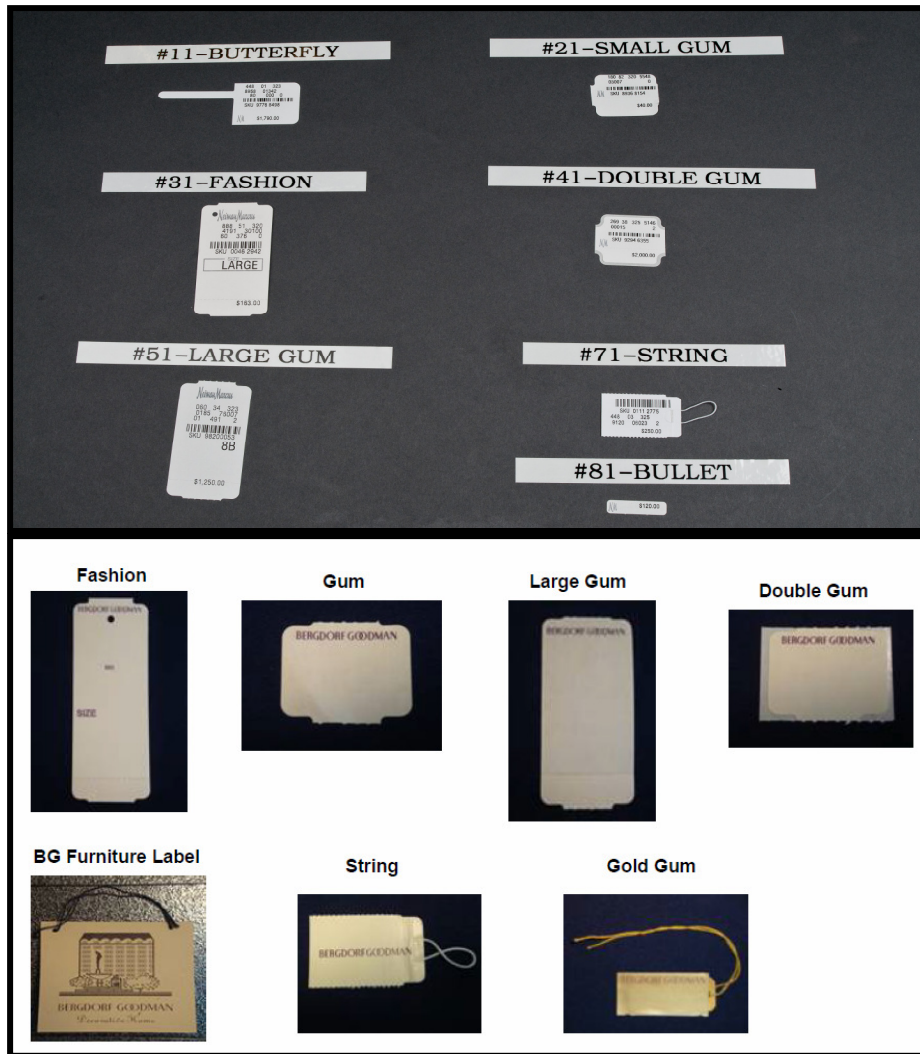
1" fine fabric barb used primarily in Flat Processing

2" fine fabric barb used primarily in Apparel Processing

**Secure Loop:** Snaps tightly into place through the ticket and around the merchandise

Select size depending on merchandise (3" or 5")

# The Neiman Marcus Group Marking Standards



**Ticket Types**

**Neiman Marcus**

- Butterfly
- Small Gum
- Fashion
- Double Gum
- Large Gum
- String
- Bullet

**Bergdorf Goodman**

- Fashion
- Gum
- Large Gum
- Double Gum
- Furniture Label
- String
- Gold Gum



# The Neiman Marcus Group Marking Standards



## How to Read a NM Ticket

### Butterfly, Small Gum, Double Gum, String Tickets

Department (096), Class (30), Season Code (328),  
Vendor Number (6416), Style (14006), Color (00),  
Check Digit (6) = Long SKU

Barcode

Short SKU/UPC

Retail Price

### Fashion, Large Gum Tickets

Department (888), Class (51), Season Code (320),  
Vendor Number (4191), Style (30100), Color (60),  
Size (376), Check Digit (0) = Long SKU

Barcode

Short SKU/UPC

Size

Retail Price

# The Neiman Marcus Group Marking Standards



## How to Read a BG Ticket

### Gum, Double Gum, String, Furniture, Gold Tickets

Department (477), Class(151), Season Code (R3273)

SKU

Vendor Number (009631), Style (R3821),

Color (BKPAT)

Barcode

Retail Price

### Fashion, Large Gum Tickets

Barcode

Department (195), Class (303), Season Code (S3273)

SKU

Vendor Number (007961), Style (SW2695)

Color Description (White), Retail Price (27500)

Size

Retail Price



# The Neiman Marcus Group Marking Standards

**Merchandise Type:**

Women's Dresses – Shirts – Jackets - Blazers

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards

**Merchandise Type:**

Women's Slacks – Shorts – Skirts - Denim

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach left outside seam at the waist

Fine fabrics should be ticketed through the vendor label.

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Women's Leather – Suede – Coats - Outerwear

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Women's Lingerie – Bra's, Panties, Camisoles, Socks, Hosiery, Packaged and Non-packaged

## Ticket Type:

Fashion  
Large Gum

## Ticket Placement:

Non-Packaged: Attach to the vendor label

Packaged: Attach to the back of the package on the bottom right-hand corner

Boxed bras: Remove item and attach to the vendor label and replace

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Women's Robes & Pajamas

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Suits & Sportcoats

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach under the right facing lapel  
Swiftach barb should be inserted between the felt and material.

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Outerwear

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Dress Slacks

**Ticket Type:**

Fashion

**Neiman Marcus Ticket Placement:**

Attach inside the pant through the vendor label

**Bergdorf Goodman Ticket Placement:**

Attach left **inside** seam at the waist

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Hanging Sport Shirts - Folded Sport Shirts

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Folded Dress Shirts

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach to the inseam under the front placket at the fifth button

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Casual Pants – Jeans – Denim – Shorts – Khakis

**Ticket Type:**

Fashion

**Neiman Marcus Ticket Placement:**

Attach left **outside** seam at the waist

**Bergdorf Goodman Ticket Placement:**

Attach left **inside** seam at the waist

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Swimwear

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Men's Underwear – Socks – Undershirt – Intimate Apparel

## Ticket Type:

Large Gum  
Bullet

## Ticket Placement:

Packaged: Attach to the back of the package on the bottom right-hand corner

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Robes & Pajamas

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Children's Toys – Books - Bedding

## Ticket Type:

Fashion

Small Gum

Double Gum

Bullet

## Ticket Placement:

Attach through the vendor label.

Packaged: Attach to the back of the package on the bottom right-hand corner

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*

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**Merchandise Type:**

Children's Shirts – Boys & Girls

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Children's Pants & Bottoms – Boys & Girls

**Ticket Type:**

Fashion

**Neiman Marcus Ticket Placement:**

Attach inside the pant through the vendor label

**Bergdorf Goodman Ticket Placement:**

Attach left **inside** seam at the waist

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Children's - Boys Jackets & Suits – Girls Dresses

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label in the back of the neck

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Children's Hosiery – Underwear - Accessories

## Ticket Type:

Fashion

Small Gum

## Ticket Placement:

Non-Packaged: Attach to the vendor label

Packaged: Attach to the back of the package on the bottom right-hand corner

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's & Women's Accessories - General

**Ticket Type:**

Fashion  
Small Gum  
Double Gum

**Ticket Placement:**

Attach through the vendor label

Small Gum: Attach to the back of the package on the bottom right-hand corner

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's & Women's Accessories - Belts

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the last hole on the belt farthest distance from the tip

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's Ties – Cummerbund – Bow Ties

**Ticket Type:**

Fashion

**Neiman Marcus Ticket Placement:**

Tie: Attach through the keeper

Bowtie: Attach through the vendor label

**Bergdorf Goodman Ticket Placement:**

Tie: Attach through the inner lining on the backside of the tie so that the ticket can be tucked under the flap

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Women's Accessories – Capes - Wraps

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach through the vendor label

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Men's & Women's Accessories – Sunglasses - Reading Glasses

**Ticket Type:**

Butterfly

**Ticket Placement:**

Attach to the right facing hinge

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Neiman Marcus Men's and Women's Shoes – Slippers

## Ticket Type:

Large Gum

Vendor UPC Label – No Retail

## Ticket Placement:

Attach to front end of box, right corner, above size  
Do not cover size. Turn ticket sideways to avoid covering the size

Vendor UPC Label – No Retail: No ticket required

\*Last Call Division requires two sets of tickets. One on the shoe box and one set inside the lead carton per store.\*

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Bergdorf Goodman Men's and Women's Shoes

**Ticket Type:**

Large Gum

**Ticket Placement:**

Attach to 2 sets of tickets to the front end of box  
Do not cover size.

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



Front



Back

## Merchandise Type:

Neiman Marcus Handbags with handles/straps

## Ticket Type:

Fashion

## Ticket Placement:

Single handle: Attach to the left facing side at the base of the handle

Double handle: Attach to the back handle, at the base, on the left facing side

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Bergdorf Goodman Handbags

**Ticket Type:**

Fashion

**Ticket Placement:**

Attach to the inside zipper. If no zipper, default to inside pocket

Sensors should be attached to the back of the handbag on the right side if the retail exceeds \$1500.

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Small Leather Accessories – Clutch – Wallets – Credit Card Cases

**Ticket Type:**

Fashion

**Ticket Placement:**

Drop inside of any pocket

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Luggage

**Ticket Type:**

Fashion

Double Gum

**Neiman Marcus Ticket Placement:**

Attach to the outside of carton

**Bergdorf Goodman Ticket Placement:**

Attach to the handle

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Jewelry – Necklace – Ring – Watch – Pin – Bracelet -  
Earrings - Enhancer

## Ticket Type:

Butterfly

Small Gum

Gold String (BG)

## Ticket Placement:

Necklace: Attach through the clasp

Ring: Attach around the band

Watch: Attach at the clasp

Pin: Attach at the clasp

Bracelet: Attach at the clasp

Enhancer: Attach around the loop

Earring (no card): Attach to the post or wire

Earring (card): Attach to the back of card

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Cosmetics

**Ticket Type:**

Vendor UPC Label – No retail

**Ticket Placement:**

No ticket required

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Fragrance

**Ticket Type:**

Small Gum

Bullet

**Ticket Placement:**

Attach to the bottom

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Creams - Lotions

## Ticket Type:

Small Gum

Bullet

## Ticket Placement:

Attach to the bottom

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Cosmetic Accessories

## Ticket Type:

Fashion

Small Gum

Double Gum

Bullet

## Ticket Placement:

Attach to the zipper pull

Small Gum: Attach to the bottom

Double Gum: Attach to outside of carton of case pack

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards

**Merchandise Type:**

Gifts - Stationery

**Ticket Type:**

Fashion

Small Gum

Double Gum

**Ticket Placement:**

Attach through the vendor label.

Small Gum: Attach to the back of the package on the bottom right-hand corner

Double Gum: Attach to the back of the package on the bottom right-hand corner

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



## Merchandise Type:

Gifts - Stationery

## Ticket Type:

Fashion

Small Gum

Double Gum

## Ticket Placement:

Attach through the vendor label

Small Gum: Attach to the back of the item or package

Bullet: Attach above or below the vendor UPC

\*Vendor tickets should remain as placed by the vendor.\*

# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Epicure

**Ticket Type:**

Small Gum  
Double Gum

**Ticket Placement:**

Attach to the bottom of the package

\*Vendor tickets should remain as placed by the vendor.\*



# The Neiman Marcus Group Marking Standards



**Merchandise Type:**

Trim a Tree

**Ticket Type:**

Fashion  
Butterfly  
Small Gum  
Double Gum

**Ticket Placement:**

Attach through the vendor label

Butterfly: Attach through the hanging loop

Packaged: Attach to the back of the package on the bottom right-hand corner

\*Vendor tickets should remain as placed by the vendor.\*