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Business at its best

RETAIL

Neiman Marcus unveils Christmas Book catalog known for over-the-top gifts, experiences

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Neiman Marcus debuted the 97th edition of its iconic Christmas Book, including its Fantasy Gifts offering, through the theme of Neiman's Express. Image credit: Neiman Marcus

By STAFF REPORTS

U.S. department store chain Neiman Marcus unveiled the 97th edition of its *Christmas Book*, including its Fantasy Gifts, through the theme of *Neiman's Express*.

The Dallas, Texas-based retailer will promote its book and holiday experiences through a digital-first, integrated marketing strategy. The catalog and the holiday efforts are key to Neiman's revitalization and growth push under the title of Revolutionizing Luxury Experiences.

"Every gift is carefully curated, not only for their beauty and craftsmanship, but also for their ability to create unforgettable moments," said Ryan Ross, president of Neiman Marcus and head of NMG Customer Insights, in a statement.

Neiman Marcus has survived several financial setbacks under different owners. The retailer is now refocusing its operations even as the department store model comes under tremendous pressure from luxury brands' monobrand shops and evolving shopper behavior with online and mobile commerce on the ascendant.



The 2023 Neiman Marcus Fantasy Gifts include Make Your Wish Come True, a partnership with Walt Disney Animation Studios to

transform the customer into an animated character. Image credit: Neiman Marcus, Walt Disney Company

Engine of growth

The Neiman's Express 2023 holiday campaign will build on the creative direction of the fall campaign, evoking the romance of travel as well as the figurative journey of discovering the best that luxury fashion has to offer.

The campaign reimagines a past brand concept from 1994 that featured an actual fashion-filled locomotive traversing coast-to-coast for modern times.

Almost 30 years later, the retailer is featuring a metaphysical train set and a dream sequence through the eyes of supermodel Jessica Stam. Shoppers can experience the *Neiman's Express* in-stores, via online channels, in the annual *Christmas Book*, and through their dedicated style advisors.

"Neiman Marcus has a tradition of putting on a show for the holidays and being a place for all to dream," said Nabil Aliffi, chief brand officer of Neiman Marcus, in a statement.

First published in 1926, the Neiman Marcus *Christmas Book* is known for its over-the-top and eye-catching offerings.

This year's book features gifts across all categories, with exclusive products from ready-to-wear, women's footwear, designer and fine jewelry, handbags and men's suiting. There are also Neiman's-only exclusives.



Going over-the-top in its gifting options is a characteristic of the Neiman Marcus Christmas Book. Image credit: Neiman Marcus

Making it real

Concurrently, Neiman also unveiled its 64th annual Fantasy Gifts. These exclusive, once-in-a-lifetime experiences are meant to inspire customers and "remind us all that there's a little fantasy in every gift," the company said.

The 2023 Fantasy Gifts include:

- **Make Your Wish Come True:** Walt Disney Animation Studios will transform the customer into an animated character.
- **Ultimate Olympic Experience in Paris:** Customers can join the Ralph Lauren team and Team USA at the Olympic Games Paris 2024.

- Yachting Treasure Hunt: Shoppers can embark on an adventure through the islands of Indonesia for a yachting treasure hunt of high-end jewelry with Pelorus Yachting.
- Cannes & Carats: Escape to the French Riviera for the 2024 Cannes Film Festival as a guest of jeweler Chopard.
- Cadillac Celestiq Carmen: Customers can become the owner of a one-of-one Celestiq Carmen electric vehicle commissioned by Cadillac.
- Milan Design and Experience with Nina Magon: Take a trip to Milan with interior designer Nina Magon, who will redesign a space in the customer's home.
- Immersive Crystal Experience: Customers can craft their own masterpiece from the world's purest crystal at Baccarat.
- Star Performer of the Ballet: Experience an American Ballet Theater performance behind the curtain with a walk-on role.



Neiman Marcus, like most luxury retailers, pulls out all the stops for its holiday season offerings and marketing. Image credit: Neiman Marcus

Each Fantasy Gift has a philanthropic component, in keeping with a longstanding tradition. Neiman Marcus will continue its partnership with the Boys & Girls Clubs of America on a point-of-sale fundraising campaign in which customers can participate.

The retailer offers a slew of services to make its customers' lives extraordinary including gift wrapping and personal shopping services from its 3,000+ talented Style Advisors.

Neiman Marcus will continue its efforts by hosting more than 500 events this holiday season including Breakfast with Santa, White Elephant parties in select stores, trunk shows and gift personalization moments.

THE RETAILER'S Power of One People Strategy will continue with a new holiday tradition: the Magic Maker Series.

This associate engagement campaign will offer a behind-the-scenes glimpse into Neiman Marcus Group's holiday planning, highlighting the associates and roles behind the holiday effort.

"Through this year's coordinated marketing and communications efforts across all customer touchpoints, we hope to provide style and gifting inspiration that highlights the incredible product assortment we have," Mr. Aliffi said.

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