

MOBILE

Neiman Marcus counts down to Christmas with Instagram “GIft” guide

December 4, 2015



Neiman Marcus mug

By STAFF REPORTS

Neiman Marcus is enticing its consumers who "Love to Give" with an Instagram gift guide.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

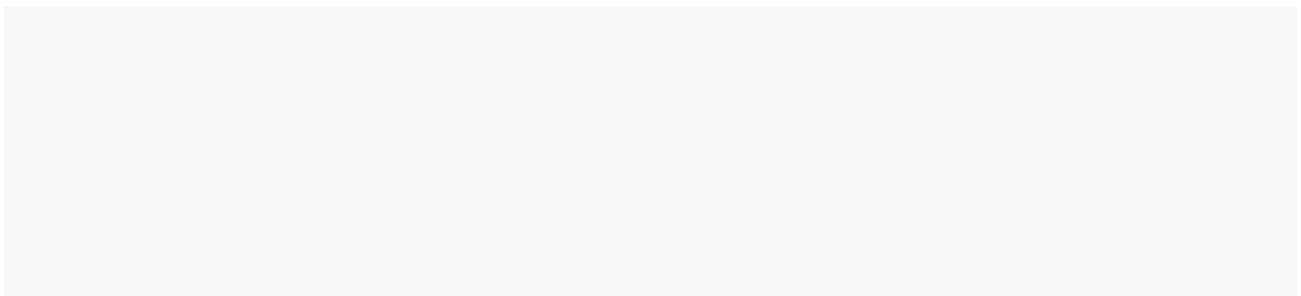
For each of the "25 Days of Gifts," Neiman Marcus will post a short video to Instagram recommending a product for consumers to gift to friends and loved ones, with 10 percent of proceeds benefitting the Heart of Neiman Marcus Foundation. The outlet and charitable cause will keep Neiman Marcus top-of-mind among young consumers in particular.

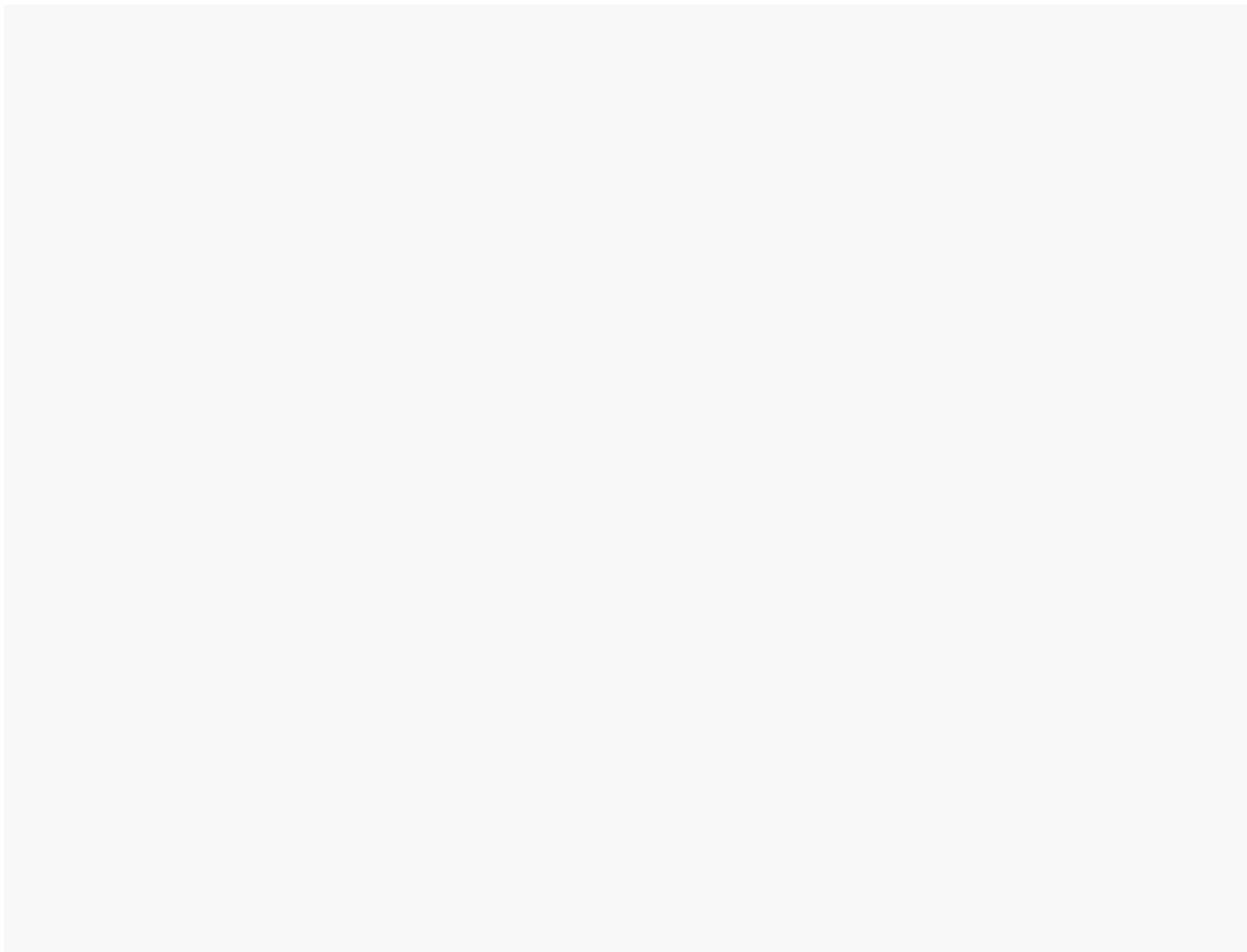
Love to give

For the first day of gifts, Dec. 1, Neiman Marcus revealed a Playforever Toys Bruno push car, ideal for young children. On the second day, the gift was a travel mug fit for any globe-trotting friends or family the consumer may have.

One additional gift will be revealed every day until Christmas to build anticipation for the holiday and keep Neiman Marcus at the front of mind for anybody who tends to do holiday shopping closer to the end of the season.

The 25 Days of Gifts promotion is part of Neiman Marcus' #LoveToGiveNM campaign, in which 10 percent of proceeds on selected items benefits youth arts education in Neiman Marcus communities. Millennial consumers are often times willing to pay extra for a good cause, so the gift guide could appeal to such consumers who know a high-end retailer's item will show a friend or loved one that she cares.





And we're off! Introducing our 25 Days of GIFts, featuring the Love to Give collection. @playforever
#LovetoGiveNM #NMkids #playforevertoys #instakids #holidays #gif #gift

A video posted by Neiman Marcus (@neimanmarcus) on Dec 1, 2015 at 3:52pm PST

By the same token, Instagram is part of the daily habit of many consumers, especially younger ones. By meeting the consumer on a platform of her choosing rather than forcing the consumer to check-in with Neiman Marcus every day, consumers will be more likely to get the message and be left with a stronger impression.

The holiday season is a major source of revenue for retailers, and gift guides are one way they try to stand out from competitors.

For example, department store chain Barneys New York is helping consumers have "a very handsome holiday" through a curated gift guide revealed on Twitter.

For its gift guide, geared toward "creative connoisseurs," Barneys worked with consultant and street and style star Nick Wooster to select interesting and stylish gifting ideas. The list includes home goods, apparel and accessories that may help consumers having trouble with thoughtful gifts find inspiration ([see story](#)).