

AUTOMOTIVE

## Neiman Marcus strikes gold with limited-edition Infiniti for the holidays

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Neiman Marcus' limited-edition Infiniti

By BRIELLE JAEKEL

Neiman Marcus and automaker Infiniti are collaborating to make the department stores' holiday catalog this year extra-luxurious with a specialized vehicle available for a limited time.

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The Infiniti Q60 Neiman Marcus Limited-Edition is being manufactured for an extremely limited amount of time with only 50 models made. Neiman Marcus will feature the vehicle in its Christmas Book, among other extravagant gifts consumers will be able to purchase for one another.

"Infiniti designed a special edition of the Q60 just for Neiman Marcus," said Ginger Reeder, vice president of corporate communications at [Neiman Marcus Group Services](#). "We have been offering Neiman Marcus edition cars in the Christmas Book since 1995."

### Limited edition

The gold vehicle is showcased in Neiman Marcus' 90th Christmas Book edition, which features a wide range of extravagant gifts for the holiday season. [Infiniti's](#) limited-edition is equipped with a twin turbo engine, for extra speed.



### *Neiman Marcus' Holiday Book featuring Infiniti*

While the exterior paint features the Solar Mica shade, carbon fiber detailing fixtures are located throughout the vehicle such as the mirror housings, rear spoiler, side vent caps and fog lamp for contrast. However, the interior is equipped with Gallery White semi-aniline leather-appointed interior and brushed aluminum trim.



### *Neiman Marcus Infiniti interior*

A personalized VIN plate was designed for the vehicle with vintage inspiration. To keep the focus of the vehicle's design on the collaboration, the limited edition is fitted with Neiman Marcus graphics throughout.



### *Carbon Fiber fixtures*

Profits from the \$63,000 price tag on the vehicle go to more than just the limited-edition product, \$1,000 for each Infiniti Q60 purchased will go to the Neiman Marcus Foundation.

Interested consumers can also contact Infiniti to purchase a vehicle or visit a nearby dealership.

### *Looking back*

Neiman Marcus' Christmas Book also features extravagant fantasy gifts such as a walk-on roll in the new Broadway musical "Waitress," a rose gold private plane and a weeklong experience at three different English manors.

Last year for the first time, Neiman Marcus publicly displayed the items found in its Fantasy Gifts guide.

As part of a promotion for its recently opened store at Simon Property Group-owned Roosevelt Field Mall on Long Island, Neiman Marcus showed off five of the items found on its curated and inspiring holiday gift guide. The department store's Fantasy Gifts is now in its 57th year and last year's included a \$400,000 dream trip to India to a motorcycle and riding experience, all designed to suit those who seem to already have it all ([see more](#)).

Neiman Marcus also recently boosted its online engagement by revamping its approach to look books, going from a standard grid layout to intuitive, shoppable pages.

As part of its merchandising strategy, Neiman Marcus publishes more than 150 look books annually to show off the designer collections it carries both in-store and online. Although its look books included rich imagery illustrating its merchandise, Neiman Marcus was limited in terms of shopping functionality ([see more](#)).

"Neiman Marcus has a history of collaborating with luxury manufacturers to offer one off vehicles to their discerning clientele," said Brett J. Levine automobile consultant at [Drive Anything](#). "It's a symbiotic arrangement for both it helps to promote both brands with the similar clientele they share.

"By creating the idea of a special or more unique vehicle for those customers, it is a unique way to position and Neiman Marcus and Infiniti as revered and desirable luxury brands," he said.

## 1 thought on “Neiman Marcus strikes gold with limited-edition Infiniti for the holidays”

1. ADAM SILBER says:

November 14, 2016 at 3:46 pm

Neiman Marcus is drastically in debt and it look as though the retailer will collapse in the near future under present leadership.. The CFO just walked away from his job with no new path... That is unheard of... In todays tough retail market it will take a lot more than limited edition novelties to scale down their over 4.5 billion in debt

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