

RETAIL

Neiman Marcus flaunts fantasy gifts, consumer content in Christmas Book

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Neiman Marcus' Christmas Book includes a bespoke handbag experience by Olympia Le-Tan. Image courtesy of Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus' Christmas Book is mixing philanthropy and extravagance with its Fantasy Gifts that include custom Champagne and a pair of cars.

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With gifts ranging in price from \$9 to \$1.6 million, the Christmas Book's selection spans the accessible to aspirational. While not all consumers will be able to gift a fantasy item, the selection of gifts benefits from an association with the more exclusive options.

Gift guide

In honor of the retailer's 110th anniversary, Neiman Marcus' Christmas Book cover is dedicated to its customers. Earlier this year, the company opened up a user-generated content competition through its social channels, and it chose 1,500 of the approximately 17,000 total submissions to grace the cover.

In addition to the magalog, the brand has established an online platform where consumers can submit their images to be part of an online mosaic.

"We can think of no better way to celebrate the holidays and our 110th anniversary than putting our customer's front and center," said Yujin Heo, vice president, creative, at Neiman Marcus, in a statement.

Neiman Marcus' 300-page Christmas Book features 780 gifts, half of which are under \$250. The centerpieces of the book are Fantasy Gifts, which are one-of-a-kind experiences or indulgent items for consumers for whom price is not an issue.

In addition to offering a heightened exclusivity, portions of the purchase prices of each of the 10 gifts will benefit the Heart of Neiman Marcus Foundation.

One of these gifts features a Parisian experience centered on Champagne Armand de Brignac, offering a trip for four to visit the house's vineyards. Priced at \$150,000, the experience also includes the opportunity to create an original cuve.



Champagne Armand de Brignac is offering an experience for the Neiman Marcus Christmas Book. Image courtesy of Neiman Marcus

For children, another Fantasy Gift gifts the recipient with a dollhouse by KidKraft and a set of eight dolls from Madame Alexander. Following December, the gift will continue with a doll delivered per month, with the final toy a custom creation.

Neiman Marcus is also offering an experience to visit Gemfield's emerald mine in Zambia with jewelry designer Stephen Webster, with the gift rounded out with the transformation of a 7.2-carat gemstone into a jewelry piece.

Consumers can also purchase a pair of bespoke Rolls-Royce Dawn convertibles, each of which retail for about \$440,000.

The most-expensive gift on the list is a \$1.6 million New Year's Eve experience on the roof of the Knickerbocker Hotel in New York's Times Square, which includes a private party and 150 rooms.

"From hundreds of submissions we received, we are thrilled to now present the final 10 Fantasy Gifts for 2017," said Jim Gold, president and chief merchandising officer, at Neiman Marcus Group. "These gifts will exceed expectations through exceptional experiences and one-of-a-kind objects that only Neiman Marcus can curate."

Neiman Marcus also teamed up with The New School's Parsons School of Design and Norell fragrances for a course and student competition based on designer Norman Norell's archives. The winning student design is available for purchase in the Christmas Book ([see story](#)).

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