

RETAIL

## Neiman Marcus debuts experiential gift ideas in Christmas catalog

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Neiman Marcus' Fantasy Gifts for 2018 range from a tennis experience to a \$7.1 million yacht. Image courtesy of Neiman Marcus

By STAFF REPORTS

NEW YORK Department store chain Neiman Marcus is ushering in the holiday shopping season with the launch of its annual Christmas Book.

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Now in its 92nd year, the mailer highlights both accessible and aspirational ideas, including a series of Fantasy Gifts centered on one-of-a-kind experiences, presented in partnership with Mastercard. As consumers become more interested in accruing memories rather than goods, Neiman Marcus' Christmas Book is aiming to deliver on this demand.

### Priceless presents

To debut its Christmas Book, Neiman Marcus hosted an event nearby to its upcoming New York store at Hudson Yards. A multilevel display brought the Fantasy Gifts to life through thematic rooms.

For instance, for the \$7.1 million, 74-foot Neiman Marcus Edition Serenity Solar Yacht, the retailer set up a nautically-themed bedroom. This ship, the most expensive gift featured in the book, features interior designs inspired by Neiman Marcus fashion director Ken Downing.

Other gifts include a trip for four to the Riviera to visit the Sugarfina factory topped off with a candy bar installed in their homes, backyard clubhouses by Studio Shed and Mark Ashby Design and a trip throughout India, Nepal, Bhutan and the Maldives from Black Tomato.

Linking giftees with notable names, one offer allows a recipient to be a VIP guest of tennis player Sloane Stephens for the four major tournaments, while another lets a recipient get a movie makeover courtesy of "Fantastic Beasts: The Crimes of Grindelwald" costume designer Colleen Atwood.

[View this post on Instagram](#)

Be a VIP guest of Sloane Stephens and get access to all four tennis majors. Enjoy a week at each tournament, sitting in a VIP box, and staying at player-only hotels. At each course they will get a 45-minute private hitting match. What's not to love? #NeimanMarcus In partnership with @mastercard #StartSomethingPriceless @sloanestephens

A post shared by Neiman Marcus (@neimanmarcus) on Oct 18, 2018 at 5:18pm PDT

### *Instagram post from Neiman Marcus*

Consumers can also play secret agent with a trip to Las Vegas for four by The Invictus Experience, complete with a mission that includes skydiving and racing supercars.

All of these gifts, starting at \$200,000, will donate a portion of the purchase price to The Heart of Neiman Marcus Foundation.

"We are thrilled to debut this season's Fantasy Gifts just blocks from our future Neiman Marcus store at Hudson Yards," said Jim Gold, president and chief merchandising officer of Neiman Marcus Group, in a statement. "It is a joy for us to continue this time-honored holiday tradition of offering gifts and experiences that capture the imagination of our wonderful customers."

Across its 273 pages, Neiman Marcus' Christmas Book shares more than 800 ideas, almost half of which come in below \$250.

The catalog, which was originally a 16-page card to loyal shoppers, has evolved over its almost century into an annual catalog of aspirational ideas.

Last year, Neiman Marcus' Fantasy Gifts included custom Champagne and a pair of cars.

With gifts ranging in price from \$9 to \$1.6 million, the Christmas Book's selection spanned 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 ([see story](#)).

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