

RETAIL

Neiman Marcus celebrates Fantasy Gifts anniversary with new series

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Actress Rachel Brosnahan presents the 2019 Fantasy Gifts. Image credit: Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is celebrating the start of the holiday shopping season by launching its annual Christmas Book, including its famous Fantasy Gifts.

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For the 93rd edition of the catalog, the retailer recruited actress Rachel Brosnahan, known for Amazon's "The Marvelous Mrs. Maisel," to reveal this year's Fantasy Gifts in a video series. The 2019 lineup leans towards experiential gifts, with several involving iconic luxury brands including Aston Martin and Christian Louboutin.

Fantasy experiences

The latest Christmas Book includes almost 800 gifts, including more accessible indulgences such as a \$165 Bey Berk Cigar Humidor. Other presents exclusive to Neiman Marcus include a Versace punching bag, priced at \$1,550, and a Mot & Chandon vending machine, retailing at \$35,000.

The lavish Fantasy Gifts, which first appeared in the 1959 Christmas Book, draw the most attention. The majority of the experiences are limited to one gift, and portions of every Fantasy Gift purchase are contributed to The Heart of Neiman Marcus Foundation.

In a series of videos shared on YouTube and Instagram, Ms. Brosnahan unveils each Fantasy Gift, starting with a 007 Aston Martin.

"For the 60th anniversary of Fantasy Gifts, we've pulled out all the stops both with the gifts themselves and the way we're unveiling them to customers," said Lana Todorovich, president and chief merchandising officer at Neiman Marcus, in a statement. "Rachel perfectly brings our Fantasy Gifts to life and truly reveals them in a magical way to our customers."

Actress Rachel Brosnahan reveals this year's Fantasy Gifts

Limited to a run of seven and priced at \$700,007, James Bond actor Daniel Craig designed an Aston Martin DBS Superleggera. Gift recipients will also receive one of seven all-platinum Seamaster Diver 300M Omega timepieces and tickets to the world premiere the upcoming Bond film, "No Time to Die."

One individual will have the opportunity to travel to France and design a one-of-a-kind couture pair of Christian Louboutins, as well as selecting five pairs from the latest collection. The gift also includes a stay at a suite at the Mandarin Oriental Paris.

Other Fantasy experiences include a trip to New York Fashion Week, complete with styling courtesy of Neiman Marcus; a visit to Tokyo with designer and streetwear icon Jeff Staple and a behind-the-scenes tour at French jeweler Boucheron's workshop.

Making a loyalty push, one of the Fantasy Gifts this year will be available exclusively for members of Neiman Marcus' InCircle rewards program.

For the first time, Neiman Marcus debuted its Christmas book at its New York flagship at Hudson Yards.

Opened this March, the Neiman Marcus is spread across three floors at Hudson Yards and features hard shops for French labels Chanel and Louis Vuitton, as well as multiple dining spaces ([see story](#)).

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