

RETAIL

Neiman Marcus offers limited-edition Aston Martin, Omega timed with new Bond movie

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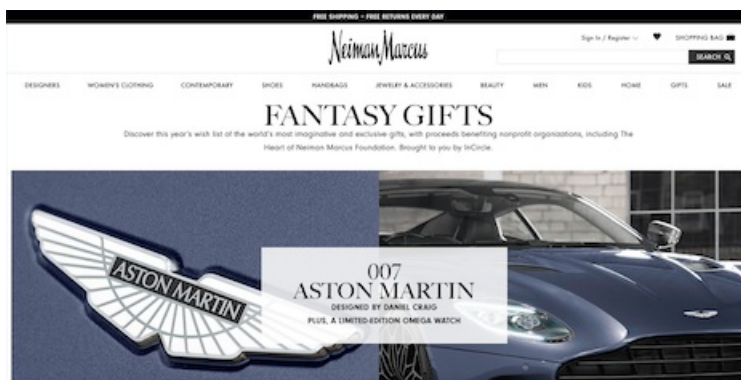
The Aston Martin DBS Superleggera designed by outgoing 007 actor Daniel Craig and offered by U.S. department store chain Neiman Marcus as a fantasy gift. Image credit: Aston Martin Lagonda

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus partnered with British automaker Aston Martin Lagonda to offer on its fantasy gift list the Aston Martin DBS Superleggera, designed by none other than outgoing 007 actor Daniel Craig.

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Available in a run of seven, each limited-edition car comes in inky blue and features a twin-turbo 5.2-liter V12 engine, producing considerable torque and in-gear performance. **The car costs yes \$700,007.**



The Aston Martin DBS Superleggera is available for sale at Neiman Marcus. Image credit: Neiman Marcus

No time to lose

The buyer of the car will also get one of only seven limited-edition, all-platinum Seamaster Diver 300M Omega watches, with each featuring a hand-engraved case back.



Buyers of the Aston Martin DBS Superleggera will also receive an all-platinum Seamaster Diver 300M Omega watch from Neiman Marcus. Image credit: Omega

In addition, the buyer will receive two tickets plus airfare and lodging to the March 31 world premiere of *No Time To Die*, the 25th movie in the James Bond series.

American Airlines will fly the buyer to London to see the Aston Martin DBS Superleggera come off the assembly line.

Customers must provide three preferred travel dates to Neiman Marcus by end of this month. The experience must occur by Dec. 31.

Shipping charges and taxes may apply. Consumers can buy the car by calling the Neiman Marcus hotline or email a special address.

The world premiere for *No Time To Die* takes place at the Royal Albert Hall in London on March 31. The film will then be released in the United Kingdom on April 2 and the United States on April 10.



Poster for James Bond's No Time To Die outing. Image credit: Eon Productions

THE ASTON MARTIN and Omega gifts are part of Neiman Marcus' efforts to entice high-net-worth consumers to shop with the brand, but also feel good in the process with the philanthropy thrown in.

With the buy of each 007 Fantasy Gift, 12 percent of the purchase price will be donated to The Opportunity Network, with a guaranteed minimum donation of \$330,000. Other beneficiaries include The Heart of Neiman Marcus Foundation.

Neiman Marcus will offer a limited-edition Aston Martin DBS Superleggera timed with the release of the 25th James Bond film, No Time To Die

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