

RETAIL

Neiman Marcus invites consumers to celebrate big, love bigger

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Neiman Marcus is encouraging consumers to think, love and shop even bigger this year. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Neiman Marcus Group** is launching its holiday campaign, encouraging celebration and love.

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Neiman Marcus launches the "Celebrate Big, Love Even Bigger" campaign alongside its 2021 Christmas Book, a collection of storytelling with fashion and gift curation, a symbol of the store chain's commitment to customer service. Neiman Marcus is presenting the campaign and The Christmas Book to encourage consumers to think, love and shop even bigger this year.

"There is plenty to feel joyful about, and we wanted to channel that into The Christmas Book and our Celebrate Big campaign for our customers to experience with us," said Lana Todorovich, president and chief merchandising officer of Neiman Marcus, in a statement.

"From our assortment of extraordinary gifts including legendary Fantasy Gifts to our in-store gifting lounges and experiences, we're prepared to help our customers make this one of the most special holidays as we return to celebrating in person again with our families and friends."

Loving even bigger

The Celebrate Big, Love Even Bigger campaign is encouraging celebration and holiday cheer, featuring more than 250 luxury brands across women's, men's, children's, home and beauty.

The multimedia marketing campaign will be present across print and digital advertising, in-store visuals and events, social media, native content and a campaign video launching today across YouTube, Facebook, Hulu, NBC and MNTN.

Neiman Marcus is celebrating the return of holiday season with more celebration and more love

Having first been published in 1926 as a 16-page booklet, this is the store's 95th edition of the Christmas Book and it features 200 pages inspiring consumers to feel the love and togetherness of the holiday season.

Online shoppers will also have the option to select curated gift boxes, which retail between \$82 - \$4,458. Consumers

can choose collections of items based on theme and can utilize Neiman Marcus' luxury gift packaging services.

Neiman Marcus style advisors are also available to hand-select product suggestions based on shoppers' needs and wishes, which can range from exclusive gifts and holiday dressing to home dcor. Style advisors can guide customers through in-store consultations, virtual video calls, emails, texts and more.

In-store gift suites will also feature expert style advisors where customers can customize their own gift boxes with items from anywhere in the store.

Santa Claus will also be making an appearance, as consumers are invited for in-person visits.

In 2017, Neiman Marcus' Christmas Book mixed philanthropy and extravagance with its Fantasy Gifts that include 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 benefited from an association with the more exclusive options ([see story](#)).

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