

RETAIL

Neiman Marcus highlights White Elephant celebrations

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Ziwe enjoys some White Elephant celebrations with Neiman Marcus. Image courtesy of Neiman Marcus

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Neiman Marcus Group** threw the ultimate holiday party, celebrating their "Celebrate Big, Love Even Bigger" campaign.

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With help from American television host and comedian Ziwe, Neiman Marcus hosted a virtual White Elephant party, steaming live from a private holiday suite. Prior to the start of the event, guests received a party-in-the-box with game instructions, giving consumers a glimpse into some of Neiman Marcus's gifts for the holiday season.

"Neiman Marcus is the expert in hosting a white elephant party, and this year we wanted to bring the joy directly to some of our friends and spotlight all the amazing gifts at Neiman Marcus," said Marjon Zabihi Henderson, director of brand experience and special events at Neiman Marcus, in a statement.

"From housewares to the most covetable finds, you can adorn your surroundings, your table, and yourself in statement-making style."

Happy Holidays with Neiman Marcus

The U.S. retailer aimed to highlight an assortment of gifts from various price points, showcasing items including a Balenciaga croc-embossed cash cardholder and a Bottega Veneta bucket bag.

Neiman Marcus extended their White Elephant events across 37 stores, inviting customers to join the luxury retailer for invite-only parties hosted in gifting suites and restaurants.

The retailer is highlighting its White Elephant assortment alongside other curated gift guides listed on The Magazine, aiming to provide consumers with a seamless gift-giving experience.

Neiman Marcus style advisors are also available as well as curated and thoughtful gift boxes that range in price from \$82 - \$4,458.



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

Pent-up excitement for holiday shopping, a lower number of COVID-19 cases and limited international travel could lead to a surge in department store visits for the end of 2021.

According to analytics platform Placer.ai, department store visits may continue to climb well into the end of the year, despite the challenges retailers have faced due to the COVID-19 pandemic. Luxury retailers including Nordstrom, Bloomingdale's and Neiman Marcus have seen significant improvements in visit levels throughout the year as consumers return to the experiential and selection experiences inherent in in-person shopping ([see story](#)).

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