

RETAIL

# Neiman Marcus launches 2023 holiday campaign

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*A digital-first, integrated marketing strategy from Neiman Marcus arrives ahead of the holiday season. Image credit: Neiman Marcus*

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By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus is unveiling plans for a series of year-end festivities.

The department store is inviting shoppers aboard the “Neiman’s Express” the travel-themed title dominating a new campaign. For its 97th annual “Christmas Book” initiative, Neiman Marcus is introducing a new holiday tradition and a set of equally exciting brand partners, all the while moving forward with hallmarks such as “Fantasy Gifts” to help audiences prep for the season ahead.

“Neiman Marcus has a tradition of putting on a show for the holidays and being a place for all to dream,” said Nabil Aliffi, chief brand officer at [Neiman Marcus](#), in a statement.

“Through this year’s coordinated marketing and communications efforts across all customer touchpoints, we hope to provide style and gifting inspiration that highlights the incredible product assortment we have,” Mr. Aliffi said. “We continue to look to new ways to surprise and delight our customers and own the holiday season.”

## **Christmas collective**

A digital-first, integrated marketing strategy from Neiman Marcus is starting to spread cheer with visuals that borrow concepts from 1994 when, almost three decades ago, the retailer featured a “fashion-filled locomotive traversing coast-to-coast” in promotional materials.

Today, a metaphysical train is set to appear in a dream sequence shown from the perspective of Canadian model and holiday star Jessica Stam, the campaign running across digital channels including social media and email, as well as in-store, where guests can experience the magic of the “Neiman’s Express” via department store displays, with options to book appointments with the shop’s 3,000-plus Style Advisors.



*The 2023 Neiman Marcus holiday campaign stars Canadian model Jessica Stam. Image credit: Neiman Marcus*

Also including the modern-day imagery this year is the annual Neiman Marcus "Christmas Book." First published in 1926, the catalog-style delivery features dressing inspiration and counting women's ready-to-wear, footwear, fine jewelry, handbags and men's suiting categories among its contents.

This year's "Fantasy Gifts" exclusive one-of-a-kind experiences have also been revealed to the public. Notable offerings include special items and itineraries from Baccarat, Cadillac, Chopard, Ralph Lauren and the Walt Disney Animation Studios, the latter notably offering to turn those interested into an animated character.

Many others will take the recipient to a notable upcoming event such as the 2024 Olympics or the Cannes Film Festival, presenting them with one-of-one items during once-in-a-lifetime trips.



*Disney is involved with the retailer's selection of exclusive experiences, allowing the recipient to be transformed into an animated character. Image credit: Neiman Marcus*

At individual stores, nationwide, Neiman Marcus will host upwards of 500 events including Breakfast with Santa, White Elephant parties, trunk shows and gatherings hinged on gift personalization, giving back to the [Boys & Girls Clubs of America](#) via a point-of-sale fundraising campaign that customers can opt into at checkout.

The yuletide affairs continue as Neiman Marcus pulls back the curtain with the "Magic Maker Series," a corporate associate engagement endeavor giving viewers behind-the-scenes accounts of the holiday planning process at Neiman Marcus Group.

"We are committed to providing unparalleled experiences and services to our luxury customer across our integrated retail model," said Ryan Ross, president of Neiman Marcus and head of NMG Customer Insights, in a statement.

"Every gift is carefully curated, not only for their beauty and craftsmanship, but also for their ability to create unforgettable moments," Mr. Ross said. "Our holiday offerings are a testament to our legacy as the ultimate fashion and gifting destination and support our growth strategy, 'Revolutionizing Luxury Experiences.'"