

RETAIL

# Neiman Marcus drops 'The Perfect Gift,' Holiday Book

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*The holiday campaign stars Dutch model Rosalieke Fuchs and American model James Turlington. Image courtesy of Neiman Marcus*

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By KIRAN GILL

U.S. retailer **Neiman Marcus** is embracing glamour during one of the most important shopping windows of the year.

A new campaign entitled 'The Perfect Gift' transports viewers to Paris as the company unveils the 99th edition of its Holiday Book, featuring a curated selection of luxury items. The marketing initiative will be enlivened with a series of live and digital experiences, while the corresponding holiday windows will be unveiled on Nov. 25

"The holiday season is full of wonder, and Neiman Marcus has an incredible history of transforming that spirit into something truly extraordinary to complement our customers' discerning shopping preferences," said Emily Essner, president and chief commercial officer of Saks Global, in a statement.

"With a curated selection of magical gifts, exceptional holiday dressing assortment and immersive experiences in partnership with notable brands, we aim to inspire our customers and embrace the joy of discovery," Ms. Essner said. "Every element of this year's holiday strategy has been thoughtfully designed not only to surprise and delight, but also to drive meaningful growth for our luxury business in a distinctively Neiman Marcus way."

## A Parisian Christmas

The campaign, shot in Paris, captures elements of delight and old-world glamour. Paris-based cinematographer Elodie Tahtane directed the video assets and Dutch model Rosalieke Fuchs and American model James Turlington were the campaign stars.

"The Perfect Gift campaign captures the spirit of the season through the lens of fantasy and delight," said Kristin Maa, chief marketing officer of Saks Global, in a statement.



*The 2025 Holiday Book includes a curated assortment of luxury gifts. Image courtesy of Neiman Marcus*

"From remarkable gifts to curated explorations of holiday style, our campaign invites customers into an experience that both inspires and reflects their refined and luxury lifestyles," Ms. Maa said. "Set against the enchanting backdrop of Paris, the campaign showcases our unique ability to deliver vision, style and luxury all season long."

Alongside festive events and digital experiences, the campaign taps into the world of gastronomy with an array of food and beverage experiences, such as Breakfast with Santa and Storytime and Dine with Santa.

### **Fantasy first**

The Dallas-based luxury retailer's Holiday Book, first released in 1915, includes an assortment of holiday gift guides with items from luxury brands such as Italian fashion house Bottega Veneta, French fashion house Chloe, U.S. luxury brand Tom Ford and Italian menswear brand Zegna.

The Holiday Book highlights an assortment of eight distinctive experiences and is in line with the company's tradition of curating exclusive, one-of-a-kind experiences. This year's selection speaks to broader trends within the luxury space with an emphasis on hobbies and travel.



*A \$47,000 custom saddle from French footwear and accessories label Christian Louboutin is one of this year's Fantasy Gifts. Image courtesy of Neiman Marcus*

The standouts include a custom saddle from French footwear and accessories label Christian Louboutin, retailing for \$47,000 and a four-hour-long studio session with American photographer Annie Leibovitz for \$500,000.

Travel, a sector of spending that remains top of mind for affluent consumers ([see story](#)), dominates the Fantasy Gifts lineup with experiences such as an 11-day journey in Yellowstone at the Amangiri from Swiss hotel chain Aman Resorts for \$490,000 and a Parisian getaway hosted by French silversmith Christofle, which will include a monogrammed, hand-graved cutlery set for \$185,000.

In addition, luxury hospitality group Four Seasons' yacht division Four Seasons Yachts, which named a new chief executive officer this summer ([see story](#)), is selling maiden voyages aboard the *Four Seasons I* for \$115,000,

Philanthropy, a core pillar within the Neiman Marcus holiday experience, will remain as a portion of proceeds from Fantasy Gifts purchases will be donated to The Heart of Neiman Marcus Foundation.

In addition, the company will continue its partnership with Boys & Girls Clubs of America via a point-of-sale fundraising campaign

that customers can opt into at checkout, similar to last year ([see story](#)).

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