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RETAIL

Neiman Marcus dreams big in light of holidays

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Publishing its 98th edition this year, the 2024 Holiday Book cover features a look from French couture label Schiaparelli. Image courtesy of Neiman Marcus

By AMIRAH KEATON

U.S. retailer Neiman Marcus seeks to inspire its clients during one of the most important shopping windows of the year.

A new campaign leans into aspirational realms as the company unveils its latest Holiday Book, replete with a curated range of luxury items. While the effort, titled 'A Neiman's Fantasy,' opts to lead with dreamy visuals, it is grounded in exclusive events and various live and digital experiences that collectively work towards reigniting a sense of wonder this season.

"Drawing from customer data and insights, we know that our clients desire unique, immersive experiences that are not just transactional but meaningful expressions of our brand," said Nabil Aliffi, chief brand officer at Neiman Marcus, Dallas.

"Events like this week's holiday launch are prime examples of our commitment to 'Retail-tainment,'" Mr. Aliffi said. "These activations not only bring our brand's vision to life, but also cultivate lasting connections with our clients and elevate the overall customer experience."

Selling fantasy

The Dallas-based luxury retailer is presenting a comprehensive holiday escape.

"This year's holiday activation and campaign is an invitation to embrace the magic of Neiman Marcus," said Mr. Aliffi, in a statement.

"The storytelling was inspired by the theatrical traditions and folklore during the period that the brand was founded," Mr. Aliffi said. "Through our comprehensive 360-degree marketing strategy, we will take our customers on a remarkable journey that transcends traditional shopping, immersing them in a world of fantasy both in-store and online.

"We invite our customers to step into this extraordinary realm, where every interaction is an opportunity to experience the excitement of the season, no matter how they choose to engage with us."

Campaign visuals will appear in-store and online

Up first is the Holiday Book, first released in 1915 and now in its 98th edition.

Featuring more than 300 brands, campaign images and video shot in New York City are designed to drum up a "boundless optimism and nostalgia for the holiday season."

It promises to transport customers into a storybook world inspired by enchanting fables, fairy tales and folklore.

The model wears an accessory from couture handbag designer Judith Leiber. Image courtesy of Neiman Marcus

Rolling out alongside the campaign are a selection of seven distinctive experiences.

Marking 65 years of Fantasy Gifts (see story), the Neiman Marcus tradition places exclusive, one-of-a-kind luxury experiences up for sale.

View this post on Instagram

A post shared by Neiman Marcus (@neimanmarcus)

Highlighting the strength of its partnerships with leading creatives and brands, a trip to Italian porcelain brand Ginori 1735's Florence workshop retailing for $90,000 and a VIP shopping excursion at British footwear label Manolo Blahnik in London worth $55,000 are among this year's Fantasy Gifts prizes.

Neiman Marcus makes magic

Individuals who, according to Neiman Marcus, have "mastered the art of creating fantasy and fulfilling dreams, from crafting exquisite costumes to directing captivating films" also appear in the 2024 Holiday Book as part of an anthology series called "The Achievers."

Black-and-white photographs of award-winning film and television costume designer Colleen Atwood, film director Jon M. Chu, best known for his work on Crazy Rich Asians and the highly-anticipated upcoming Wicked film and Tamara Rahaminov, Nicol Goldfiner Barlev and Melanie Goldfiner Goldberg, the multigeneration jewelry family behind Rahaminov Diamonds comprise the series' fifth installment.

American film and television costume designer Colleen Atwood poses for a portrait. Image courtesy of Neiman Marcus

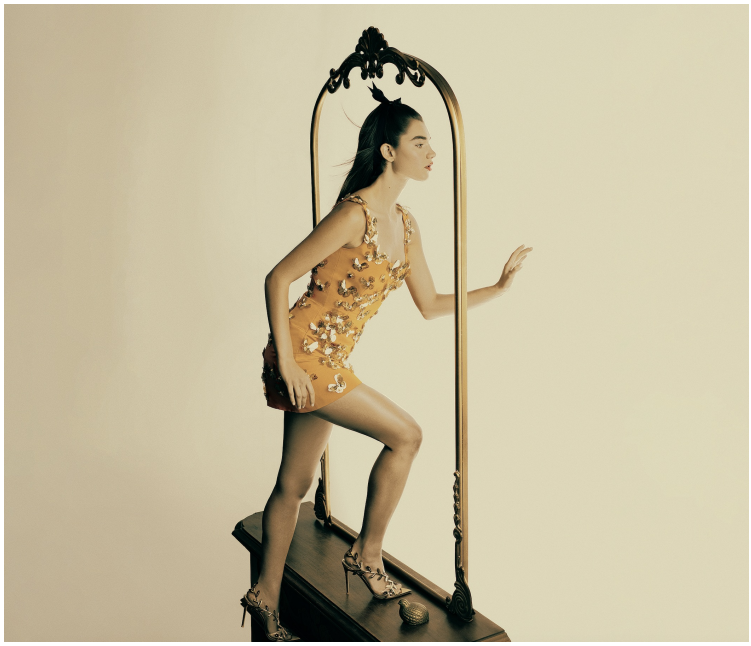
The retailer's integrated update encompasses window and in-store displays, social media posts and other digital content features via dedicated emails, NM.com and the NM App and special events.

With its holiday campaign, Neiman Marcus is attempting to engage customers across as many touchpoints as possible, whether they are browsing the Holiday Book, visiting its flagship locations or exploring its digital platforms.

The 2024 Holiday Book Cover. Image courtesy of Neiman Marcus

To this point, Magic Makers services (see story) such as personal shopping, exclusive gift wrapping and Breakfast with Santa for families still stand. Philanthropy also remains a core component of A Neiman's Fantasy.

A portion of proceeds from Fantasy Gifts purchases will benefit The Heart of Neiman Marcus Foundation.



A dress from U.S. apparel and accessories label Carolina Herrera is seen among fantastical holiday campaign imagery. Image courtesy of Neiman Marcus

Similar to prior years (see story), the retailer continues its partnership with the Boys & Girls Clubs of America, folding charitable initiatives into the holiday exercise.

A point-of- sale fundraiser and seasonal hiring initiatives that help graduating Club members begin their careers with Neiman Marcus point to the bigger picture, as shoppers ready themselves for an evermore busy end of year.

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