

MAIL

Neiman Marcus simplifies holiday gifting with mobile Christmas Book integration

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Neiman Marcus fantasy gift unveiling 2015

By SARAH JONES

Department store chain Neiman Marcus is spurring consumers' holiday planning with the release of its 2015 Christmas Book filled with fantasy gifts, exclusive merchandise and seasonal items.

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From a \$400,000 dream trip to India to a motorcycle and riding experience, the store curates a collection of fantasy gifts designed to suit those who seem to already have it all. For the first time, consumers will be able to access an exclusive gift that will only be revealed through Neiman Marcus' mobile application, reflecting the retailer's recent pushes in mobile and omnichannel.

"We thought it would be a fun way to unveil an additional fantasy gift and encourage downloads of the NM app," said Ginger Reeder, vice president of corporate communications at [Neiman Marcus Group](#), Dallas.

Gift guide

Neiman Marcus' Christmas Book was officially released Oct. 6. The 195 pages are packed with gift ideas for a number of budgets, from stocking stuffers to fantasy gifts.

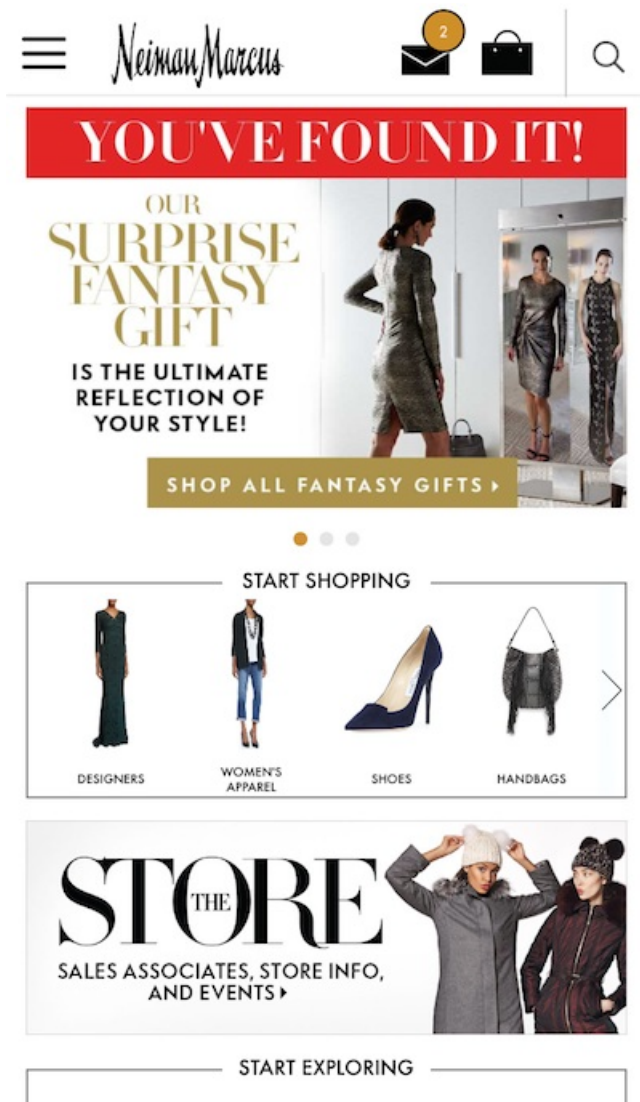
The front cover shows a cartoon cat, owl and bird decking the halls, with the beginning of "'Twas the Night Before Christmas" scrawled around the book, ending with the phrase "in hopes that Neiman Marcus soon would be there."



Neiman Marcus 2015 Christmas Book cover

On the inside front cover is an ad from Louis Vuitton. Following that, an introduction explains that the gifts are curated to make a "maximum impact." The retailer also directs consumers to its mobile app to see a surprise gift not available in the print or online editions.

Consumers who follow the bread crumb are met with a Memomi mirror, available for \$40,000, which acts much like the smart mirrors installed in Neiman Marcus' stores, allowing fashionistas to plan their outfits more effectively ([see story](#)).



Screenshot of Neiman Marcus app

For those perusing the book, the front section provides a quick smattering of gift ideas for her and him, from Fendi monster accessories to a Canada Goose hat. Some, such as a pair of Manolo Blahnik floral pumps, include indication that they are Truly NM items, or exclusive to Neiman Marcus.

The fantasy gifts begin on page 36. Those who purchase the extravagant ideas automatically give back a portion of the cost to The Heart of Neiman Marcus Foundation, which works to bring the arts to the youth of the U.S.

Limited to three consumers, Neiman Marcus is offering a riding experience with Keanu Reeves and Gard Hollinger of Arch Motorcycle Company. In addition to the duo's first production bike, consumers will be treated to a two-day trip up the California coastline with the entrepreneurs.

For whiskey lovers, The Orphan Barrel Project allows them and five friends to go hunting for rare and forgotten barrels at the Sitzel-Weller Distillery in Kentucky. The \$125,000 package also includes the opportunity to make two unique varieties of bourbon, which will be bottled and labeled distinctly for the individual.

Another experience takes six guests up 100,000 feet into space in a luxury capsule lifted by balloon and also allows them to join the World View test flight crew chase team for a few days.



Image from World View Exploration at the Edge of Space

An authentic Italian experience is guided by Artemest founder Ippolita Rostagno ([see story](#)), who will take four consumers on a seven-day tour of the country's artisan workshops, stopping along the way for fine dining and cultural exploration.

Fashion icon Iris Apfel brings her more-is-more aesthetic to a curated trunk of accessories, while Neiman Marcus teamed with Ford on a special-edition Mustang convertible celebrating the car model's 50th year.

Suiting specific interests are a trio of guitars from famed musicians, each coming with a backstage pass to the artist's concert, and a couture diary in which special garments are immortalized in hand painted art by Abigail Vogel.

O'Harani Luxe Experiences has laid out a 12-day trip of India, complete with the finest dining, accommodations and luxury cars.

For the first time, the fantasy his and hers gift is for children, with a set of children's costumes in a Mackenzie trunk, enabling the littlest Neiman Marcus customers to play princess or superhero to their hearts content.



A Disney-themed trunk holds Elsa, Cinderella and Aurora costumes

The remainder of the issue consists of editorial imagery across home, fashion, beauty and accessories, giving a little bit of something for everyone. In this section is a Miu Miu fragrance strip for its first scent, which as the only placement of its kind, may help the brand get noticed.

Toward the end of the book, Neiman Marcus introduces its new Flip to Find: Gifts option on its mobile app. Acting as a form of dating app Tinder to match gifters with the perfect present, the feature lets consumers swipe through a gallery of potential items to quickly trash or favorite them. This simplistic touchpoint on the app may get consumers turning to the platform for gifting ease.



SHAKE TO UNDO TRASHED ITEM.



Screenshot of Flip to Find tool on Neiman Marcus app

Here, the retailer also goes over its shipping and delivery options.

Closing the book is an ad for Regent Seven Seas cruises, continuing the idea of experiences being the top gift idea.

Retail 2.0

In 2014, Neiman Marcus updated its mobile application to provide a quick and easy shopping option for consumers through a new "Snap. Find. Shop." feature.

Neiman Marcus paired with mobile visual search firm Slyce to create a shopping feature that allows consumers to snap a photo of an item they like and have the app find a similar item sold by the retailer. Snap. Find. Shop. likely appeals to the younger, more tech-savvy consumer who is interested in finding the latest trends and styles ([see story](#)).

Responding to affluent consumers' preference for experiences over things, Neiman Marcus' fantasy gifts have been focused on providing access in recent years.

Last year, Neiman Marcus looked to provide unique experiences to its loyal consumers through its 2014 Christmas Book.

From a perks-filled trip to the Academy Awards to a bespoke fragrance consultation, a number of the retailer's "fantasy gifts" set up consumers with tastemakers for one-of-a-kind events. For this 88th annual catalog, Neiman Marcus looked to set trends and help its customers pick out gifts for everyone on their list, even those who seemingly have everything ([see story](#)).

"It is still our most highly anticipated catalog," Ms. Reeder said. "It continues to act as a great marketing tool for our brand."

Final Take

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