



THE HISTORY OF THE NEIMAN MARCUS CHRISTMAS BOOK

The world-famous Neiman Marcus *Christmas Book* originated in 1915 as a Christmas card inviting customers to the store to start their holiday shopping. The next Neiman Marcus Christmas catalog didn't appear until 1926, and, though modest in size at 16 pages, it established a lasting tradition of showcasing the unusual, the humorous and the beautiful in a wide variety of prices, with keen emphasis on selectivity and taste.

During the 1950s, Neiman Marcus became known for its publicity coups. In 1959, in answer to press inquiries about unusual Christmas gifts, Stanley Marcus and his brother Edward brainstormed about an extraordinary gift for that year: a Black Angus steer, delivered on the hoof or in steaks, complete with a silver-plated serving cart. The response was tremendous, and the "His and Hers" gifts gained fame the following year with a pair of Beechcraft airplanes. A world-famous retailing phenomenon was born.

Over the years, Neiman Marcus has offered "His and Hers" hot air balloons, Chinese Junks, camels, robots, windmills, and other unusual, creative, but always functional, gifts. Other unique *Christmas Book* items have included the ultimate \$20 million submarine, mummy cases that contained an actual mummy, seats from Ebbets Field, and a Dale Chihuly Pool Sculpture Installation.

The Neiman Marcus *Christmas Book* has evolved into the ultimate wish book. The most expensive item ever offered was an unfinished Boeing Business Jet for more than \$35 million. But not all of the gifts in the book are costly. A substantial number of gifts cost less than \$250.

Since the *Christmas Book's* inception, Neiman Marcus has commissioned leading artists to design the cover, with the art ranging from abstract to surreal to humorous. Cover artists have included such legends as Saul Steinberg, Ben Shahn, Robert Indiana and Al Hirschfeld. Fashion models whose careers were boosted by early appearances in the Christmas Book include Cindy Crawford, Heidi Klum, Morgan Fairchild, Andie MacDowell and Cybil Shepherd. For the 2016 *Christmas Book*, Neiman Marcus combined custom artwork by Maija Louekari with the face of Lindsey Wixson to create the final image photographed by Walter Chin. To add a bit of fantasy Neiman Marcus is famous for, the lenticular printing animates Lindsey winking.

Each year, a highly anticipated luxury automobile is showcased in the *Christmas Book*, and the tradition has become quite a phenomenon. Beginning with the BMW Z3 roadster in 1995, the cars have often sold out in the first 24 hours of availability. In 2000, Ford telephone lines in Dearborn, Michigan, handling the sale of the Neiman Marcus Limited Edition Ford Thunderbird, were jammed as callers flooded the automaker with orders; the new "birds" sold out in two hours.

The bestowing of philanthropic gifts is another long-standing Neiman Marcus *Christmas Book* tradition, with a deserving organization selected each year to benefit from sales of featured items. In past years, charities have included, among others, Cure Autism Now, The Nature Conservancy, Inner-City Games and UNICEF. This year, Neiman Marcus will donate a portion of the proceeds from the majority of fantasy gifts to The Heart of Neiman Marcus Foundation which brings enriching art experiences to youth in communities nationwide. Donations will be made to the GRAMMY Foundation with the purchase of the Exclusive GRAMMY Awards Experience and to Akola Project with the purchase of the Optimist Akola Bracelet.

Today, the Neiman Marcus *Christmas Book* is distributed to approximately seven hundred and fifty thousand homes worldwide and is available online for the whole world to see at www.NeimanMarcus.com/ChristmasBook. The debut of the *Christmas Book* and the unveiling of the “His and Hers” gifts mark the official start of the Christmas season each year.

PAST HIS AND HERS FANTASY GIFTS

1960	Airplanes: His- Beechcraft Super G18	\$149,000
	Hers- Beechcraft Bonanza	\$27,000
1961	Ermine Bathrobes, pair	\$6,975
1962	Chinese Junk, each	\$11,500
1963	Submarine, each	\$18,700
1964	Balloons, each	\$6,850
1965	Para-Sail, each	\$361
	Boat	\$1,994
1966	Bathtubs, set	\$4,000
1967	Camels, pair	\$4,125
1968	Jaguars: His- XKE Grand Touring Coupe	\$5,559
	Hers- Jaguar Coat	\$5,975
1969	Vasarely Collection, pair	\$750
1970	Thunderbird Cars, pair	\$25,000
1971	Mummy Cases, pair	\$6,000
1972	Mannequins, each	\$3,000
1973	Greek Krater, pair	\$5,000
1974	Hovercrafts, each	\$3,640
1975	Dinosaur Safari, each	\$29,995
1976	Buffalo Calves, pair	\$11,750
1977	Windmills, each	\$16,000
1978	Natural Safety Deposit Boxes, each	\$90,000
1979	Dirigible, each	\$50,000
1980	Ostriches, each	\$1,500
1981	Robots, each	\$15,000
1982	Lasertour, each	\$20,000
1983	Chinese Shar-Pei Puppies, each	\$2,000
1984	Custom Wooden Steer or Horse Desk, each	\$65,000
1985	Diamonds, pair	\$2,000,000
1986	California Spangled Cat, each	\$1,400
1987	Day at the Circus, per couple	\$7,500
1988	Cloudhopper, each	\$18,000
1989	Quest for the West, each	\$12,585 - \$121,407
1990	Portrait Chairpersons, each	\$6,000
1991	LTV Hummer	\$50,000
1992	Vintage Motorcycles, each	\$28,000-35,000
1993	Flarecraft, each	\$150,000

	Baby Tyrannosaurus Rex, each	\$63,000
	Triceratops, each	\$93,000
1994	BOB (Breathing Observation Bubble), each	\$7,500
1995	Name the United 777 Plane	\$177,732
1996	MacKenzie-Childs Airstream Trailer, each	\$195,000
1997	Windjet, each	\$32,600
1998	Cracker Jack Prizes: His- Cuff Links	\$400
	Hers- Ring	\$950
1999	A Lasting Legacy: a gift to The Nature Conservancy	\$200,000
	An Acre of Rainforest	\$35
2000	Rokkaku Kites, pair	\$2,000
2001	Radio City Rockettes and NY Knicks Fantasy Weekend, each	\$15,000
2002	Action Figures, each	\$7,500
2003	Robots- life-size & multifunctional, pair	\$400,000
2004	Bowling Center	\$1,450,000
2005	Photo Booth	\$20,000
2006	Twike Commuter Vehicles	\$40,000
2007	Chocolate Portrait by Vik Muniz	\$110,000
2008	Life-Size Replica in Lego Bricks	\$60,000
2009	Icon A5 Sports Aircraft and Pilot Training for Two	\$250,000
2010	MetroShip Houseboat	\$250,000
2011	Dancing Fountains from WET	\$1,000,000
2012	Van Cleef & Arpels "Poetic Wish" Watches & Trip	starting at \$1,090,000
2013	Ultimate Outdoor Entertainment System	\$1,500,000
2014	Vilebrequin Quadskis, each	\$50,000
2015	Ultimate Children's Costumes in MacKenzie-Childs Trunks, each	\$5,000