

# AMERICAN MARKETER

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NEWS BRIEFS

## Day's wrap: Neiman Marcus, Rolls-Royce, Tamara Mellon, Nordstrom, McLaren and 24 Svres

October 19, 2018



*Neiman Marcus' Fantasy Gifts for 2018 range from a tennis experience to a \$7.1 million yacht. Image courtesy of Neiman Marcus*

By STAFF REPORTS

Luxury Daily's live news from Oct. 19:

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Neiman Marcus debuts experiential gift ideas in Christmas catalog

NEW YORK Department store chain Neiman Marcus is ushering in the holiday shopping season with the launch of its annual Christmas Book.

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[Rolls-Royce taps into its group for new position promotions](#)

British automaker Rolls-Royce has selected a new director of manufacturing from within the BMW group.

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[Tamara Mellon pays for women's treatments for National Mammography Day](#)

Direct-to-consumer fashion label Tamara Mellon is continuing its mission to help support women with a special initiative for National Mammography Day.

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[Nordstrom heightens customer service prior to holiday craze](#)

Department store chain Nordstrom is ramping up its customer service offerings for the upcoming holiday season with an influx of new hires.

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[McLaren gets intricate with its bespoke options](#)

British automaker McLaren is heightening its luxury options in sports cars with special bespoke options for its most expensive model.

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[24 Svres works with Parisian brand to start capsule collection](#)

LVMH's online retailer platform 24 Svres is joining the trend of partnership capsule collection in a drop that embodies a 70s Parisian feel.

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