

INTERNET

Saks turns to stylish stuffed bear for gift advice

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Jack the Bear

By SARAH JONES

Department store chain Saks Fifth Avenue is introducing its gift selections with help from a well-connected stuffed animal.

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Luxury Daily

Jack the Bear has taken over Saks' Instagram account as he travels delivering gifts to his many celebrity friends, including designers Joseph Altuzarra and Tamara Mellon. During the holidays, consumers respond well to social content that is "cute and cuddly."

"Deciding to go with a children's toy, using a teddy bear resonates with the family, with holidays," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

"Holiday time is all about spending time with the family, and exchanging gifts, especially toys when it comes to children, so this is a great way for Saks Fifth Avenue to stay on brand but also tie into that special family time that always comes around this time of year," he said.

Mr. Honigman is not affiliated with Saks, but agreed to comment as an industry expert.

Saks was not able to comment directly before press deadline.

Plush presents

Jack the Bear was featured among the exclusive gifts in Saks' holiday catalog. He is a white plush animal with a black bow tied around his neck and the Saks logo on the bottom of his foot.



Jack the Bear

The product description includes the phrase “If you don’t know Jack, you don’t know Saks.”

On Dec. 8, Saks introduced Jack to its social media audience, linking to a gift guide curated by the bear on both Facebook and Twitter. Jack’s choices include Fendi Bag Bugs, a Swarovski-bejeweled Bond No. 9 fragrance, Burberry trench coat and Christian Louboutin nail polish.

Jack has also shared his favorite Sunday tea spot, the Pierre.



saks

The Pierre, A Taj Hotel, New York

21h



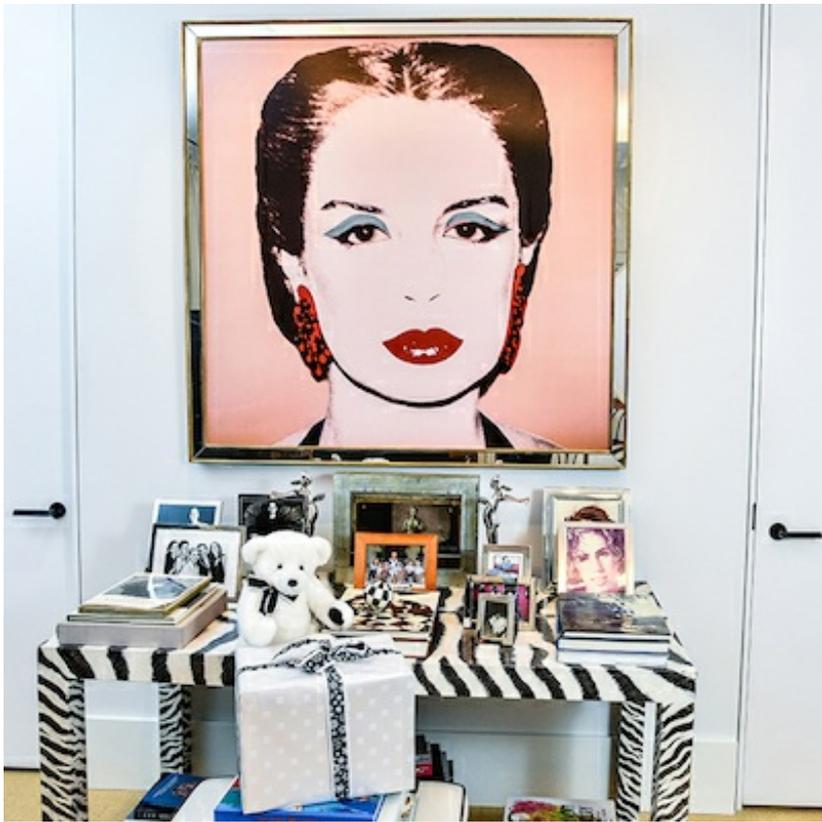
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saks Teatime For Two: #JacktheBear regularly frequents @ThePierreNY on Sunday for #HighTea because life is like a cup of #tea, it's all in how you make it!

Instagram post from Saks

Saks also shared the gift guide on its Saks POV blog, where it also let consumers know who some of Jack's "ultimate besties" are.

Jack's first stop was Carolina Herrera's office, where he hand-delivered a personal note, along with a gift. In a blog post, consumers get to see the décor in the designer's workspace, including a portrait by Andy Warhol.



Jack the Bear at Carolina Herrera's office

Viewers are directed to Carolina Herrera's Instagram account to see what she got.

Jack next visited Dee Ocleppo Hilfiger's home, where they chatted about their love of wearing fur. He gifted the handbag designer a Guerlain fragrance and Brian Atwood heels.

Ms. Hilfiger's gift opening was captured in a GIF, which was then shared on Instagram.

Embedded Video: [//instagram.com/p/whryOxHlaO/embed/](https://www.instagram.com/p/whryOxHlaO/embed/)

Instagram post from Saks

The photo of Ms. Hilfiger unwrapping her shoes was also shared on Brian Atwood's Instagram, with the text "Who says bears don't have good taste in shoes?"

In addition to entertaining, this campaign offers consumers access to the private lives of some of fashion's major players, such as Marie Claire creative director Nina Garcia and designer Michael Kors.

Enchanting consumers

Saks' Jack social media effort fits into its larger "An Enchanted Experience" holiday campaign. Department store chain Saks Fifth Avenue's New York flagship is paying homage to the roaring '20s with Art Deco-themed window displays for the 2014 holiday season.

Saks' store-wide initiative includes the retailer's annual window displays, an extensive light show and an in-store exhibit honoring a New York holiday tradition, the Rockettes of the Radio City Christmas Spectacular. To ensure that enthusiasts unable to attend the An

Enchanted Experience unveiling in person Nov. 24 could still participate, the retailer livestreamed the event to a worldwide audience ([see story](#)).

Taking a different approach to elevated plush toys is Selfridges, which is celebrating the big-screen debut of children's book character Paddington Bear with an in-store exhibit and online content.

Selfridges' Paddington Curiosity Shop, located in The Concept Store at the retailer's Oxford Street flagship, hosts props from the film along with an edit of gifts and apparel inspired by the beloved bear. As part of Selfridges' Christmas celebration, this display will help the retailer reach consumers of all ages ([see story](#)).

While it may seem unconventional for a plush bear to be the centerpiece of a luxury department store campaign, the company Jack keeps helps the effort stay on-brand.

"It's definitely an unexpected move," Mr. Honigman said. "When you first hear of using Jack the Bear as a spokesperson as part of their ongoing campaign for the holiday, it kind of sounds silly, but the way they approached it, by having a very clean cut stylish, designer-if you will-teddy bear, it helps very much so fit into the brand guidelines.

"It's different, and that's always good when you're trying to get your business to stand out over the very crowded fashion industry."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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