

INTERNET

Saks provides global fashion inspiration with illustrated series

February 13, 2015



Illustration from #SaksAtTheShows

By SARAH JONES

Department store chain Saks Fifth Avenue is sharing its perspectives on the global fashion weeks through a month-long social media campaign centered on stop-motion videos.

[Sign up now](#)

Luxury Daily

#SaksAtTheShows animates the four models from Saks' spring Jet Set Beauty catalog, placing them at the center of the fall/winter 2015 fashion shows happening in New York, London, Milan and Paris. Giving these characters a life outside of the catalog will help to portray the atmospheres of each city as Saks travels to attend the shows.

"Our Spring Beauty catalog is anchored around four beauty personalities that capture the attitude of the fashion week circuit—New York, London, Milan and Paris—so it was a natural synergy to bring these catalog personalities to life on our social channels," said Qianna Smith, director of social media at [Saks Fifth Avenue](#), New York.

Touring the globe

Saks' spring beauty catalog depicts four different cosmetic looks, personified with models representing a handful of cities. It is designed to be a guide for consumers to read before they travel the globe.



Saks Jet Set Beauty

Illustrator Blair Breitenstein brought the characters in the catalog to life. Saks then took her watercolor drawings and collaborated with production company hscusa.tv to turn the illustrations into 3D forms.

New York demonstrates a “Boho Natural,” with skincare products from La Mer and Hermès. This girl provides the introduction to fashion month, starring in the first film of the series.

In the film, the New York model pulls up in a car outside of Lincoln Center and walks a red carpet, being snapped by paparazzi as she enters the venue. She brings her beauty catalog with her as a reference, and sits front row holding her copy, watching the drawn models strut down the runway.

In addition to providing a start to this campaign, this video bids farewell to fashion week at Lincoln Center, since it will be moving to a different location for the spring/summer 2016 runway season.

Embedded Video: <https://www.youtube.com/embed/KFQIwCI1tK4>

#SaksAtTheShows: A Farewell to NYFW at Lincoln Center

The London girl is a pro at contouring her face, and is a fan of the selfie. She will be joined at London Fashion Week, beginning Feb. 20, by a full posse.

Milan’s fashion jet setter is bold, and embodies “Molto Glamour,” as she drives through the Italian city on a scooter before reaching a show and partaking in a toast backstage before the show.

In Paris, the “Pastel Pretty” character meets an illustrated version of Saks president Marigay McKee at a café, where they pore over photos of the season’s looks.

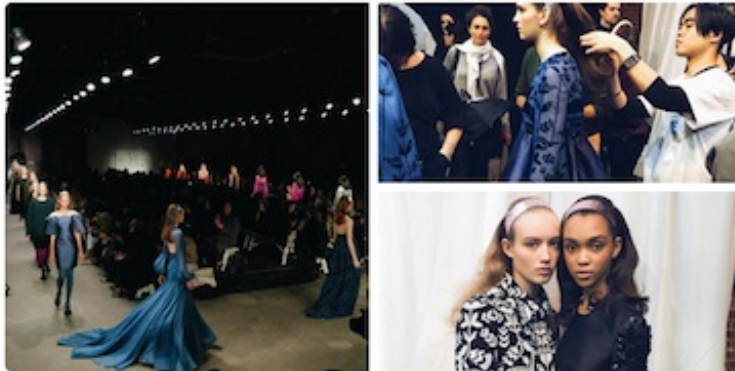
Between videos, the Saks team is sharing photos from runway shows, giving consumers an inside take on fashion week.

Embedded Video: <https://vine.co/v/OPMzBq2OmAO/embed/simple>

Vine from Saks

The retailer's blog, Saks POV, is also sharing content, including following beauty blogger Annie Atkinson around New York Fashion Week, getting input on her essentials and makeup routine.

 Saks Fifth Avenue @saks · 6h
.@honor NYC adds a touch of whimsical magic to their #FW15 collection #SaksAtTheShows #NYFW s5ave.nu/6012Ls6m



Tweet from Saks

Insider access

Beauty and fashion go hand-in-hand, and retailers are showcasing their expertise in both with fashion week tie-ins.

British retailer Harrods is capitalizing on consumers' interest in runway beauty trends with a series of in-store events to kick off London Fashion Week.

During fashion weeks, participating brands often share beauty looks worn by models during runway presentations through backstage photo galleries, collection tutorials and content. The month-long Harrods' "Backstage Beauty" series is likely looking to tap into this interest by giving consumers a physical destination to experience these on-trend looks while interest is at its peak.

Most retailers have a social strategy surrounding fashion week to provide a service and engage their audience with exclusive content.

Department store chain Saks Fifth Avenue is heightening its sense of community through a content hub that streamlines social media interactions with consumers.

Using New York Fashion Week as a backdrop, Saks' content page, housed on the retailer's Web site, launched on Sept. 4. The new aspect of Saks' Web site, dubbed as a "fanreel," creates a center for the retailer's fashion-forward consumers to gather and share via social media ([see story](#)).

Retailers are in a unique position to help both brands and consumers.

"Our customers and social communities turn to us for exclusive, as-it-happens fashion week coverage," Ms. Smith said. "Last runway season, we rolled out the hashtag campaign #SaksAtTheShows.

"It's important to create fresh custom content programs that further brands and amplify Saks' presence at the shows."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/3X4DGEgv6yE>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.