

MULTICHANNEL

Saks explores Italian street style for Father's Day catalog

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Image from Saks' Father's Day magazine

By SARAH JONES

Department store chain Saks Fifth Avenue is providing fashionable inspiration for Father's Day gifting with a dedicated issue of its magazine featuring street style stars.

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Luxury Daily

The latest edition of the retailer's magazine is centered on Italian menswear and includes a photo spread created in partnership with the Italian Trade Commission based on Pitti Uomo, the menswear trade fair in Florence. Showing off the sartorially talented may prompt readers to upgrade their own or their father's style.

"Saks is actually partnering with the Italian Trade Agency and our focus revolves around the theme: Italian Sartorial Style," said Eric Jennings vice president, men's fashion director at [Saks Fifth Avenue](#), New York.

"It's a great opportunity to draw attention to the many Italian brands we carry and the impeccable style and quality they offer our customers," he said. "We shot our catalog on location in Florence and used Pitti Uomo and 'Pitti People' style as our inspiration."

On the street

The cover of Saks' 55-page magalog, available both online and in print, features a model

standing on a balcony overlooking an Italian city. The largest headline on the front of the book reads “Bravissimo!”



Saks catalog cover

Saks’ “Italian Sartorial Style” feature is running in the front of the book for 22 pages. Each man profiled is introduced via text and depicted in an illustration by Yooco Tanimoto.

Instead of modeling their own sense of fashion, these men instead provide inspiration for the styling of a model, who is captured on the street in natural poses.



Page from Saks' Father's Day catalog

The range of sensibilities featured, from a modern classicist to a “non-conformist” make it more likely that a reader will see their own father’s fashion taste somewhere in the pages.

In addition to Tod’s Gommino shoes, Isaia suits and Ferragamo accessories, the products featured also include fragrances from Acqua di Parma and Dolce & Gabbana and small leather goods from Montblanc.



Saks catalog page

For those who would like to purchase items from the spread, an ecommerce edit sits below the magazine page on the Web edition. For those items only carried in-store, the retailer makes a note of product details and directs consumers to its bricks-and-mortar locations to buy.

Following the release of the magazine, Saks will be running a Sartorial DNA series to delve further into who these gentlemen are.

Illustrations from Mr. Tanimoto, the author of “Pitti People,” will feature in Saks’ window displays, and the retailer will be using in-store visuals relating to the series.

Beyond the street style editorial, Saks’ catalog includes a gift guide, which mostly features entry-level items such as sunglasses by Tom Ford and fragrance from Creed. Saks also prominently displays its in-house collection, from swimwear and suits to leather goods and shoes.



Saks catalog page

From June 14-21, Saks is donating 5 percent of purchases of men's Saks Fifth Avenue Collection merchandise to St. Jude Children's Research Hospital, enabling consumers to give back as they shop for their fathers.

"We collaborated with a dozen of the world's best dressed men who embody Italian Sartorial Style," Mr. Jennings said. "These gentlemen are truly inspirational menswear style icons. Each one offers style tips that men (and women shopping for men) can learn from as they shop for Father's Day.

"Their style tips are featured in our catalog, gift guide, Web site, social media, as well as in store visuals and windows."

Global voice

Saks has recently made changes to its magazine to give consumers a better understanding of its perspective.

The department store further differentiated its point of view with the release of its largest spring catalog to-date that combines editorial content with its latest offerings.

Saks' spring edition magalog, available in-store March 4, was the first to include cover profiles of celebrities, with the co-stars from the upcoming Disney live-action "Cinderella," Lily James and Richard Madden, featured on the respective women's and men's issues. Saks' modernized catalog format is continuing to evolve, making the retailer's marketing publication read more like a branded fashion magazine, enabling it to reach consumers more naturally ([see story](#)).

The retailer has also looked to bring it consumers international fashion inspiration through digital content, reporting back to its followers from fashion weeks around the world.

Saks shared its perspectives on the global fashion weeks through a month-long social media campaign centered on stop-motion videos.

#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 ([see story](#)).

"Saks carries the most prestigious global brands in the world," Mr. Jennings said. "Our customers travel around the world. Our outreach continues to be global."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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