

MULTICHANNEL

## Saks brings fall magalog to life through Instagram “stunt”

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*Saks fall 2015 magalog cover*

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By SARAH JONES

Department store chain Saks Fifth Avenue is giving consumers a new way to experience its fall magalog through an animated Instagram feature.

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**Luxury Daily**

For the launch of its biggest publication to date, the retailer decided to roll out the red carpet, working with Hscusa.tv to create 3D models of the books, enabling consumers to flip through the entire magalog virtually. Retailers are increasingly adding digital and social touchpoints to their publications, allowing consumers to interact with content via the channel of their choice.

"Coming in at 272 pages, the fall 2015 magalog, a modern continuation of Saks Fifth Avenue's traditional catalog, is the largest issue to-date in Saks Fifth Avenue's 90 year history," said Kathleen Ruiz, senior vice president of marketing and public relations at [Saks Fifth Avenue](#), New York.

"This fall, Saks' Magalog will offer an unrivaled mélange of engaging editorials, curated fashion for both men and women, and exclusive stories from renowned industry influencers," she said. "Something this special, and unprecedented, needed a wow

launch factor."

Big reveal

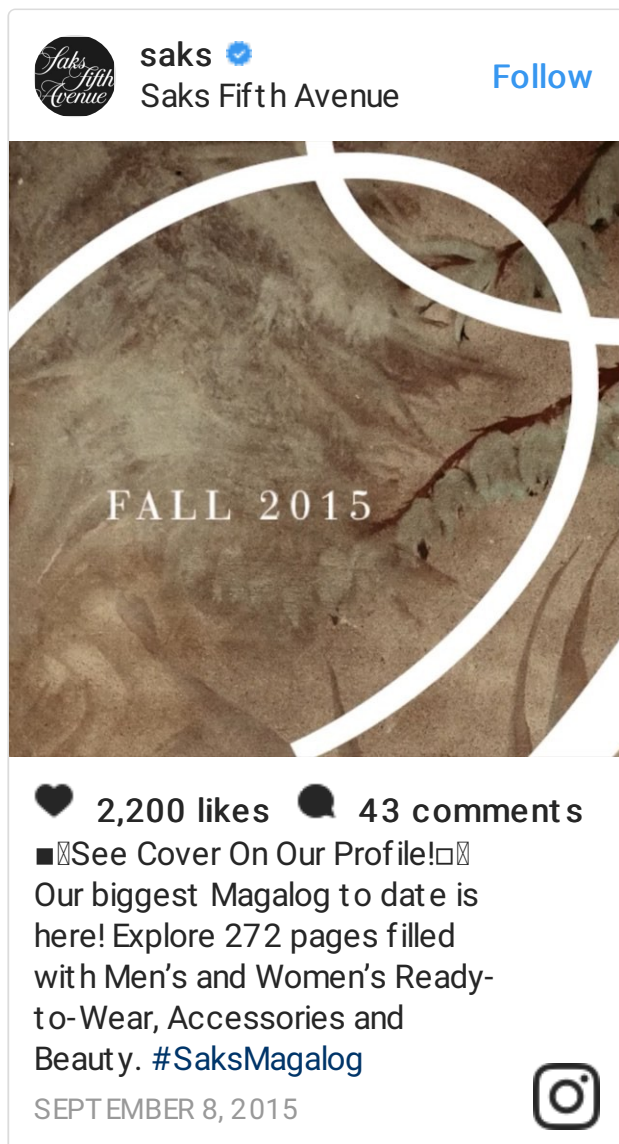
Saks' fall magalogs took over both the @Saks and @Saks\_Mens Instagram accounts on Aug. 8. The cover art of the respective women's or men's issue was split into 12 different posts, creating a larger picture on the social platform.



*Instagram profiles of @Saks and @Saks\_Mens*

For women, the cover shows a look from Peter Copping's debut collection as creative director of Oscar de la Renta. Some posts are enhanced with video content.

Each video contains a 3D rendering of the magalog. When played, the issue opens to one section of the publication, flipping through the pages to give an overview. Throughout, 2D elements leap off the pages and fly toward the viewer, highlighting specific imagery and products featured in the issue.



If viewers view all of the available films, they will be taken on a tour of the entire issue cover to cover. However, at the end of the videos, consumers are directed to Saks' Web site to read the issue itself.

Saks' 203-page women's magalog opens with ads for Ralph Lauren and Gucci apparel.

In the front of the book's "Word on the Avenue" section, the retailer provides a rundown of the designers and brands to watch, including Wes Gordon, Loewe and Azzedine Alaïa, whose fragrance Saks exclusively launched. Surrounding the content are ad placements for Estée Lauder, YSL Beauté, Tom Ford fragrance, Chanel Beauty, Dior Addict, Lancôme and Dolce & Gabbana lipstick.



*Pages from Saks' fall magalog*

Saks also highlights its Key To The Cure campaign, a charity initiative for cancer research that features actress Julianne Moore this year ([see story](#)).

A footwear and handbag feature is followed by a selection of the season's new beauty buys and a profile of Mr. Copping. After, the majority of the issue is editorial spreads showing new fashions for fall, with focuses on fur and eveningwear.



*Pages from Saks' fall 2015 magalog*

The 69-page men's issue, included in the double-sided publication, features actor Trai Byers from the hit television show "Empire" on the cover. Ralph Lauren placed an inside cover ad, reaching both men and women in the prime spot, while other front-of-book ads include Burberry and Z Zegna.

Following an overview of trends and new labels, the magalog profiles Mr. Byers, who talks about his relationship with clothing and style. This is part of Saks' multichannel campaign with Empire ([see story](#)).

Photo spreads showcase Saks' in-house fashion brand alongside Moncler, Michael Kors and Giueseppe Zanotti.





### *Pages from Saks' fall 2015 men's magalog showing Saks Fifth Avenue Collection*

Each page of the magazine is shoppable, enabling the reader to buy what they see on the page immediately.

#### Content creation

Saks recently revamped its magalog, boosting celebrity content and the publication's online reach.

This March, the department store further differentiated its point of view with the release of its largest spring catalog to-date that combined editorial content with its latest offerings.

The spring edition magalog 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, respectively featured on the 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](#)).

Saks has also found ways to bring expand the impact and life of its publications through social media.

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

#SaksAtTheShows animated 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 helped to portray the atmospheres of each city as Saks traveled to attend the shows ([see story](#)).

This latest initiative continues Saks' efforts to engage with consumers in creative ways on social media.

"Instagram not only provides an interesting and creative space to generate engagement with branded content, but also represents the dynamism of the social media scene amongst the millennials," Ms. Ruiz said. "Thusly, unveiling our fall 2015 magalog covers

per Instagram allowed us to communicate visually with our customers on an intimate, albeit broader, level; not to mention, we are the first within our competitive space to release a cover via interactive videos.

"The opportunities with Instagram are limitless," she said. "Utilizing the social platform to communicate our magalog content within the public allows our customers to experience the book at all touch points, whether in-store, in-home, online or mobile."

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/rRSCsRd0oFU>

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