

INTERNET

Saks gives consumers front row seat for NYFW via Meerkat streaming

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Promotional image for #SaksAtTheShows

By SARAH JONES

Department store chain Saks Fifth Avenue is letting its consumers in on the action surrounding New York Fashion Week through a social media hub.

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#SaksAtTheShows brings together live Meerkat feeds from an array of shows, street style photography and the retailer's YouTube and Instagram accounts into one platform. With a plethora of fashion week social media impressions being made, giving consumers one branded channel to tune into may help Saks rise above the noise.

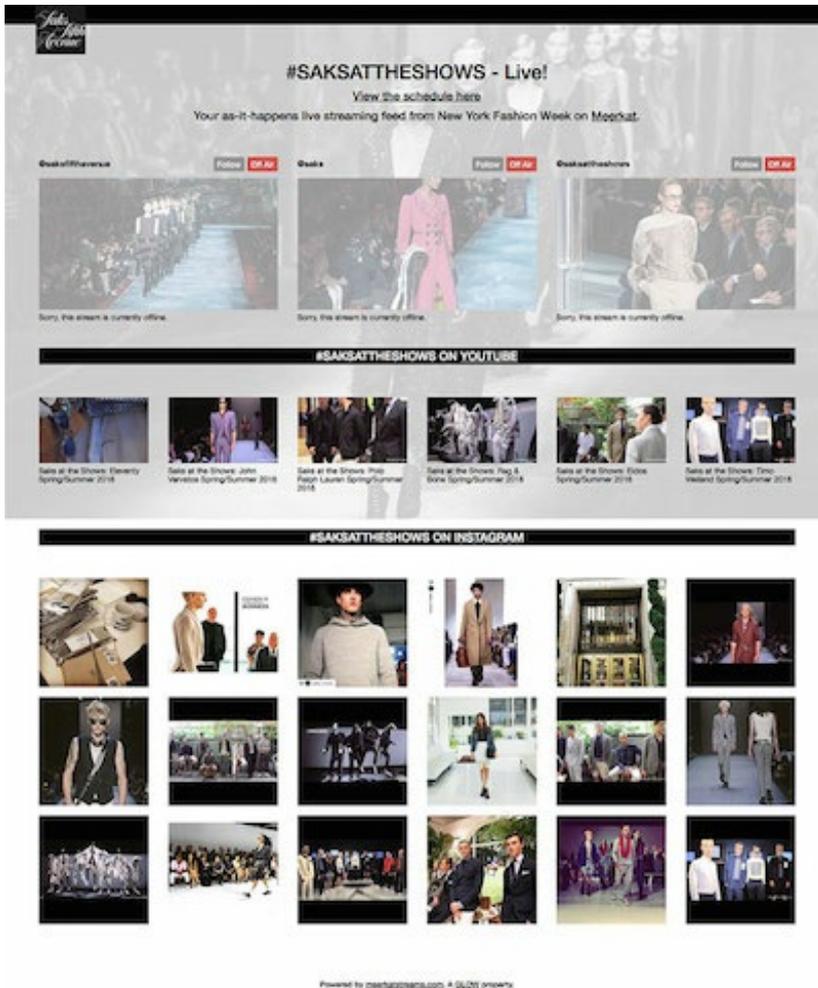
"Real-time content is essential during New York Fashion Week, and we aim to give our social media community an insider perspective that they can only get from Saks," said Qianna Smith, director of social media at [Saks Fifth Avenue](#), New York. "This spring 2016 runway season, we partnered with the creative agency Glow to create an as-it-happens live streaming hub, [SaksAtTheShows.com](#).

"Meerkat Streams allows you to aggregate multiple view points at once," she said. "Our goal was to give our audience a 360 fashion experience – front row, backstage and inside the photo pit – and Meerkat proved to be the perfect partner to execute this with."

Backstage pass

#SaksAtTheShows is contained on a microsite. At the top of the page, consumers can view three different live stream feeds: @Saks, @SaksFifthAvenue and @SaksAtTheShows.

Saks chose Meerkat over the more popular Periscope because it allows for multiple points of view to be shot and aggregated at the same time. For each show, the store captures the action in real-time from the front row, backstage and the photography pit, giving a rounded view of what is happening.

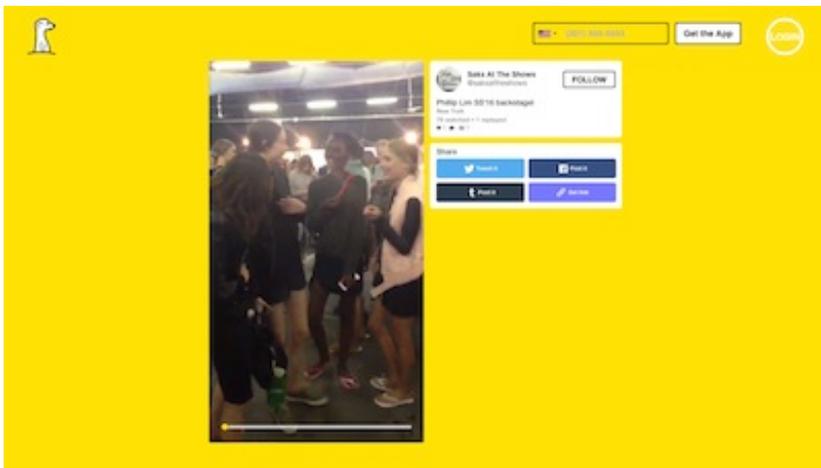


Screenshot of #SaksAtTheShows hub

For those who want instantaneous access to the shows being featured, the retailer tells them to download the Meerkat app. Some may miss the streams as they air, so Saks is also archiving the footage.

Consumers do not need to have an account to participate, as the previously aired streams are unlocked for Web viewing.

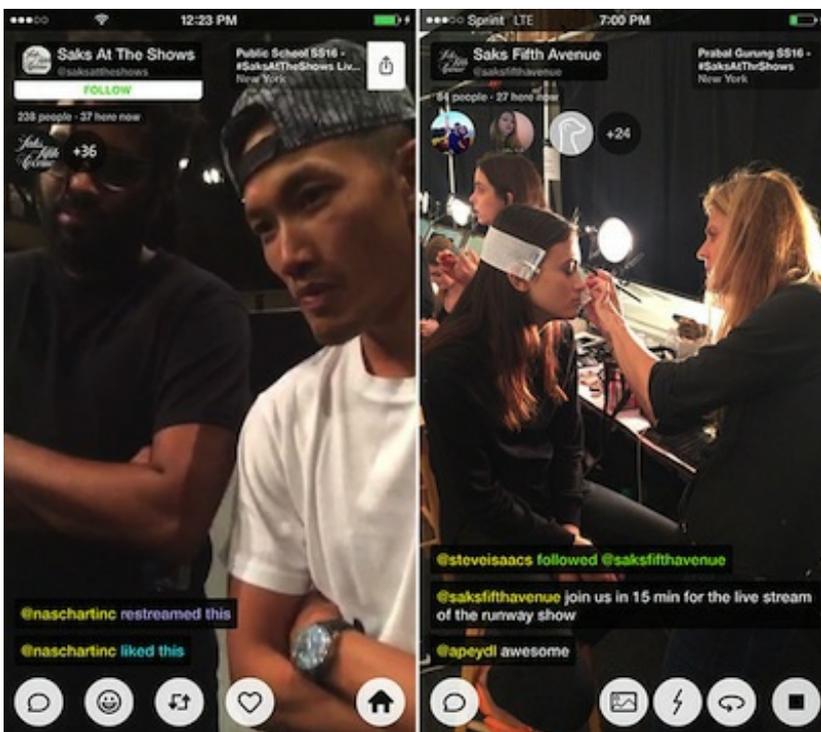
The behind-the-scenes of Philip Lim's show is documented by @SaksAtTheShows, as models are directed in the practice run, getting a raw look at the making of the polished presentation shot by @SaksFifthAvenue.



Meerkat feed from Phillip Lim show

So far, the retailer has filmed 21 shows including Givenchy, Carolina Herrera, Jason Wu and Prabal Gurung.

On Sept. 16, Saks will air DKNY and Paul Andrew's shows.



Live Meerkat feeds from #SaksAtTheShows

"We're seeing real-time engagement from viewers during our Meerkat streams," Ms. Smith said. "From comments to hearts that favorite the content to emojis, there's non-stop interaction, so viewers are part of the experience, not just silent spectators. Being part of the conversation allows for viewers to want to come back for more."

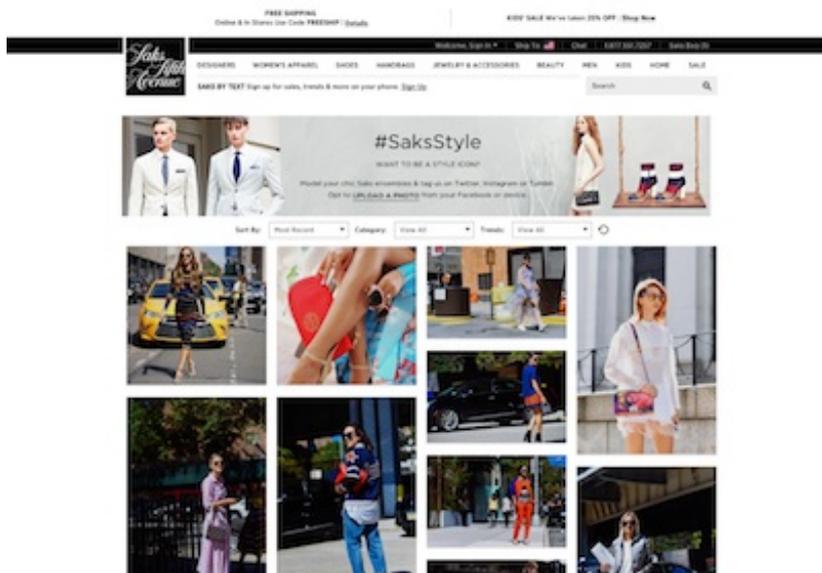
Further down the page, consumers can also check in with Saks' Instagram and YouTube feeds, which show other angles from the runway.

New York Fashion Week also sees a focus on street style on Saks' user-generated content platform #SaksStyle.

Last year, Saks heightened its sense of community through a new 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](#)).



Screenshot of #SaksStyle hub

During the New York, London, Milan and Paris shows this season, Saks will send out photographers to capture the best looks on the street, bringing it back for the store's consumers.

"Meerkat is a newer channel and by using it, Saks is showcasing that they aren't afraid to innovate and experiment with unexplored territory like livestreaming of NYFW," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer. "Live-streaming has been done in the past at NYFW, but not from a dedicated social network that has an active audience.

"Their participation in NYFW showcases that Saks is a part of the fashion community, an important association for the retailer since they want to continue to be known as a store that offers the best brands."

Social sharing

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.

[#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](#)).

When the first New York Fashion Week: Men's was in full swing, a number of retailers and brands took the opportunity to reach out to their style-focused male audiences.

From blog posts and social content to window displays, brands made sure they were part of the conversation, sharing their own thoughts on what was happening inside and outside the shows. For a retailer, it can be beneficial to provide a unique perspective on fashion, enabling consumers to see the shows through a familiar lens ([see story](#)).

“As the most fashion obsessed place in the world, it’s important for our customers to know that we have our finger on the pulse of tomorrow’s trends as they come to fruition today,” said Kathleen Ruiz, senior vice president of marketing and public relations at Saks. “We’re the eyes and ears for our socially engaged customers and through platforms like Meerkat we can share our unmatched view point directly from the shows.”

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/miKno0Xrn_w

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