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Saks touts transformative power of beauty for resolution-keen consumers

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Saks' "A Beautiful Discovery"

By SARAH JONES

Department store chain Saks Fifth Avenue is leading consumers on a sensory, experiential tour of its beauty offerings to help achieve a new look in a new year.

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During "A Beautiful Discovery," consumers can partake in complimentary facials and massages in-store or receive a mini makeover using Dior beauty products at their local fitness center. As consumers look to improve themselves from the inside out in the new year, inviting them to experience products firsthand may be all the motivation they need to give their beauty routine an overhaul.

"Every luxury brand should be exploring opportunities to evolve from tangible to emotive DNA," said Chris Ramey, president of [Affluent Insights](#), Miami.

"This will very effectively shift the conversation to their clients' beauty," he said. "Defined on a higher level and ultimately a deeper level."

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

Saks did not respond before press deadline.

Discovery channel

Saks introduced A Beautiful Discovery on its social channels, including its Saks POV blog.

A video takes the viewer on a tour of Saks' beauty floor, as a woman bounces from counter to counter testing out a number of the free services available.

She first enters the store and walks into a secluded spa-like room and slips on a plush robe to receive a facial from Cellcosmet Switzerland.

Another day, she reappears to have a beauty consultation at Dior's counter, complete with nail polish. At Le Labo, she selects a scent that is then bottled especially for her while she waits and indulges in a hand massage at Jo Malone.

A Beautiful Discovery at Saks Fifth Avenue: Free Makeovers, Free Facials & More

Beyond showing what is possible within its doors, Saks' video urges consumers to not be shy about taking advantage of the services offered by the brands.

In a separate post, Saks lays out all of the complimentary offers from its array of beauty counters. These include tips to getting a radiant glow using YSL Beauty cosmetics or helping to pinpoint the ideal foundation shade and formula at Laura Mercier.

Tom Ford will help guide shoppers to their perfect scent, while La Prairie will analyze a consumer's skin and create a customized routine.

For those who are busy getting in shape, Saks will come to them with a series of pop-up counters at popular upscale fitness centers including AKT, Pure Yoga and Physique 57 in New York and Beverly Hills.



Physique 57 class

While consumers are getting tips from Dior makeup artists, including how to do a quick application after the gym, they will be able to pick up gifts to continue their experience in-store. These include special offers for services at the Dior counter, a Saks Beautiful Discovery card and a chance to win a \$200 gift card to the retailer just by submitting an email address.

The pop-ups are running through Jan. 29.



Dior Beauty

New start

Consumers are typically open to new beauty products at times of renewal in the calendar year, something Saks has kept in mind.

Last year, Saks showcased its spring beauty offerings with a special storewide celebration featuring beauty-themed garden installations.

Glam Gardens was displayed at all of Saks Fifth Avenue's locations during May and included elaborate window displays, special events and unique floral offerings. Creating fully immersive storewide campaigns can help a retail brand inspire consumers and encourage traffic during a designated period ([see story](#)).

Outside of the store, Saks offers interactive means for consumers to locate their perfect products.

Similarly, Saks helped define the fragrance that speaks to consumers' "inner essence" through the retailer's fall beauty catalog.

The catalog itself was divided into five categories meant to outline different beauty personalities, and while its 59 pages were stocked with products, the retailer realized that selecting the right items can be a challenge, especially in terms of fragrances. To aid in further discovery, Saks developed a fragrance quiz on its blog Saks POV to add a level of digitized service as well as increase interaction with its catalog ([see story](#)).

Making a connection between beauty and fitness will help Saks reach consumers working to keep up appearances.

"The best prospects are those who care most about whatever you're selling," Mr. Ramey said. "Beauty and fitness are closely aligned.

"Professional marketers understand that planting seeds to be seen where you're least expected is essential for a luxury brand," he said.

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