

MULTICHANNEL

Saks brings florals to Fifth Avenue with immersive Glam Gardens campaign

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Promotional image for Saks' Glam Gardens 2015

By STAFF REPORTS

Department store chain Saks Fifth Avenue is hosting a botanical beauty blowout in its flagship store to usher in spring.

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Establishing a tradition, the retailer's Glam Gardens campaign is back for the second year, this time playing off the theme of "The Secret Garden." Presented by Mastercard, the multichannel effort will see the launch of a dedicated magalog, store window displays and a special high tea.

Springing forward

Glam Gardens will kick off April 26 with a High Tea. Hosted on the Fifth Avenue sidewalk, the tea will be open to the public from noon until 5 p.m.

The campaign will run through May 24. For the effort, the retailer is partnering with 30 brands across the beauty category, including Dior, Aerin, Penhaligon's, Lancme and Burberry.



Aerin will be celebrating its new scent Mediterranean Honeysuckle

Within the store's beauty department and outside in its windows, vendors will work with Saks to create garden-themed scenes depicted by paper flowers, boxwood topiaries and fully grown live trees. Outside, the faade will be taken over by floral displays and custom created themed flags.

"Beauty will be in full bloom this spring season with distinctive vignettes highlighting Saks' top beauty brands among dramatic cascades of paper floral artistry," commented Mark Briggs, executive vice president of HBC Creative in a statement. "Saks Fifth Avenue is embracing the spirit of spring with The Secret Garden a true homage to Mother Nature filled with splendor and the revitalizing theater of the garden."

For the length of the campaign, the retailer's SnAKS eatery will be turned into the Mastercard Secret Garden Caf, complete with living garden walls.

On May 4, Saks will set up a station in New York's Bryant Park, allowing passersby to experience the campaign outside of the store.

In-store, Harper's Bazaar executive fashion and beauty editor Avril Graham will be on hand May 5 to consult with customers from 2 p.m. until 5 p.m.

Creating a social media extension of the happenings in-store, Saks is partnering with Snapchat on a filter, which will be accessible to users nearby the store. For the first time, the retailer will be creating 360-degree videos to allow viewers at home to place themselves within the window scenes.

Saks will also prompt user-generated content with the hashtag #SaksGlamGardens, sharing some of its favorite Instagram posts in a weekly roundup.

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