

RETAIL

Saks' fall magalog sees special appearances from Halle Berry, Samuel L Jackson

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Samuel L. Jackson featured on the cover of Saks' magalog

By BRIELLE JAEKEL

Saks Fifth Avenue is blending magazine content into its catalog to further circumvent the fall of the time-honored marketing tool.

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The department store's catalog is looking more like a magazine, and the retailer uses the term magalog' to describe it. The fall edition of the magalog is rolling out to stores within the month and is available on its Web site, featuring a range of editorial content mixed with collections for purchase.

"We're so excited for our customers to see the latest edition of the Saks Magalog," said Mark Briggs, executive vice president of creative at Saks Fifth Avenue. "The issue is packed with exclusive editorial content and star power from Halle Berry and Eva Green to Anthony Davis and Samuel L. Jackson."

Editorial and retail

Stars from the upcoming film "Miss Peregrine's Home for the Peculiar Children" Samuel L. Jackson and Evan Green are featured on the cover of Saks' magalog. The take on the traditional idea of a catalog intertwines editorial content such as interviews with the stars, editorials and fashion insights with upcoming products.



Saks' digital magalog

The magalog showcases trends for the upcoming 2016 fall season such as brocade and military-based styles.

Actress Halle Berry makes her magalog appearance alongside Christian Louboutin in a two-sided Q&A feature. The two discuss the Ms. Berry's participation with the Entertainment Industry Foundation as well as the designer's exclusive line of t-shirts available at Saks Fifth Avenue.

The department store chain is partnering with Mr. Louboutin and Ms. Berry in hopes of inspiring consumers to join the fight against cancer ([see more](#)).

Other notable appearances in the magalog are Jimmy Choo's creative director Sandra Choi, Vtements' head designer Demna Gvasalia and NBA player Anthony Davis. Ms. Choi lends her expertise to help readers find the perfect shoe for different neighborhoods in New York, Mr. Davis shows off his collaboration with Saks and Mr. Gvasalia is featured in a profile.

Purchasing and slideshows

Online users can scroll through the magalog in a slideshow format to view its content on Saks.com. The digital edition ushers in direct sales by incorporating buy buttons within the slideshow for users to purchase items that are featured in content they are looking at that moment.



Saks' catalog now resembles a magazine

For instance, Saks compiles a range of bold accessories that work well in fall. Products are featured at the bottom for interested users to purchase right away, such as a suede bag from Chlo and Valentino velvet sandals.

Similarly, Saks established in-transit placement by partnering with United Airlines' newly redesigned business class experience ([see more](#)).

"It is such an amazing time for Saks, and our magalog truly reflects Saks' exciting transformation and continued evolution," Mr. Briggs said. "It is our way to show our customers what we stand for style, service and experience."