

RETAIL

## Saks' Nutcracker Sweet dresses holiday windows in candy couture

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*Saks Fifth Avenue's holiday 2016 light show*

By STAFF REPORTS

Department store chain Saks Fifth Avenue has sculpted a landscape of colorful candy and festive fashion to usher in the holidays.

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Unveiled Nov. 21 at Saks' Fifth Avenue flagship, the theme for this year's holiday display is entitled "Land of 1,000 Delights," and is presented by Mastercard. To ensure consistent brand messaging across its department store network, the Land of 1,000 Delights theme was unveiled simultaneously on Fifth Avenue and the retailer's 41 stores in the United States and Canada.

**Delicious delights**

Saks' decor for Land of 1,000 Delights includes jumbo swirl lollipops, whipped cotton candy and mounds of rock candy. These sweet visualizations have been placed through each store's displays to create an irresistible destination for the holiday season.

For the unveiling Nov. 21, Saks hosted 85 dancers from the American Ballet Theatre Jacqueline Kennedy Onassis School pre-professional division. The troupe performed a rendition of the "The Nutcracker Suite" in front of Saks Fifth Avenue's flagship.



*Saks' interior decor for holiday 2016*

During the dance performance, the flagship's facade was illuminated by a multi-colored ten-story tall light show. The six central window panes of the department store show scenes of Clara and the Mouse King in a "luscious wonderland." The narrative created in Saks' windows has been dubbed "The Nutcracker Sweet," a play on both the ballet performance and its overall holiday theme.

The retailer also opted to live stream the light show, performance and window unveiling. Last year, Saks also took all-inclusive holiday marketing approach for its Winter Palace theme ([see story](#)).

Saks windows on 49th Street and 50th Street include a series of "Candy Couture" bespoke dresses. The one-of-a-kind gowns were designed by Erdem, Carolina Herrera, Marchesa and Jason Wu.



*Candy Couture dress by Marchesa for Saks Fifth Avenue, holiday 2016*

The participating designers sought inspiration from their favorite holiday sweets such as cotton candy, peppermint sticks and cake frosting.

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