

RETAIL

United flies into Saks for elevated takeover

January 12, 2017



United Airlines' window display at Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue is soaring on street level with a United Airlines-themed window takeover that recreates the feeling of flying for passersby.

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Celebrating the airline's new Polaris business class, which includes bedding designed by the retailer, "Now Arriving" displays a replica plane across 14 panes. Promoting this first-of-its-kind partnership at Saks may help to spur interest in United's services from its affluent clientele.

Come fly with me

United Polaris, which debuted on select international flights last month, is designed to be a restful experience. The front of the airline's widebody fleet have been outfitted with individual "pods," which give each flyer access to the aisle with custom seats that can be transitioned to a 6.5-foot-long flat bed.

Following 12,000 hours of research that went into the design of this new service, United found that business class travelers singled out sleep as their top concern.



United Polaris business class

Adding to the comfort and relaxation prepared for passengers is Saks' custom bedding, which includes duvets, day blankets and a large and small pillow for each traveler with Saks branding. Mattress cushions can also be requested ([see story](#)).

"High-quality pillows and bedding are crucial to a good night's sleep, which is why we turned to luxury department store Saks Fifth Avenue," said Mark Krolick, vice president, marketing at United. "Through our relationship with Saks, our passengers now have access to luxury, custom linens, pillows and blankets to help them relax and get the rest they need."

Bringing a taste of the experience to life at Saks' flagship store, the middle six windows of the display feature a recreation of the cabin. This is complete with the United Polaris seats, which will premiere on flights in February.



United window at Saks

"We designed these windows to give passersby the feeling that they are actually walking through the luxurious United Polaris cabin," said Mark Briggs, executive vice president, creative, Saks Fifth Avenue. "The attention to detail throughout the installation is impressive, from the real United Polaris seats and Saks bedding to the United flight attendant uniforms and Saks' signature fashion represented by the season's top ready-to-wear resort looks."

Saks' window display will be on view until Jan. 22.

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