

RETAIL

Saks promotes spring beauty in efflorescent windows, in-store campaign

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Saks Fifth Avenue's window displays for 2017's Glam Gardens: The Grand Garden Party; Courtesy of Saks Fifth Avenue and Eugene Gologusky for Getty Images

By JEN KING

Department store Saks Fifth Avenue is hosting a grand garden party at its New York flagship to welcome springtime glamour.

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For its third annual "Glam Gardens" spring campaign, Saks has turned the windows of its Fifth Avenue facade into a floral arrangement meant to amplify 24 beauty and fragrance brand partners. Given the botanicals found in fragrance and personal care products, a floral-themed showcase works well to usher in the spring season and promote Saks' brand partners on offer.

"This year's Glam Gardens theme, The Grand Garden Party, was inspired by a festive outdoor celebration, which was interpreted in a number of ways by each brand," said Mark Briggs, executive vice president of creative at Saks' parent company **Hudson's Bay Company**, Toronto.

Saks' garden grows

The 2017 edition of Saks' Glam Gardens debuted April 28 at its New York flagship location. Titled "The Grand Garden Party," the campaign is in partnership with Mastercard.

For its window displays Saks partnered with 24 of its high-end beauty and fragrance brands. On view until May 21, Saks and its brand partners designed garden concepts for its windows and in-store environment.

Although each window represents a different brand, the unifying theme is the use of freeze-dried roses. Sourced from Kiara Flowers, a farm in Ecuador, 15,000 preserved roses were hand-placed to bring each brand's The Grand Garden Party interpretation to life.

For instance, British perfumer Penhaligon's used blue and white roses to create a hammam towel in its dedicated window to pay homage to its heritage and new Savoy Steam fragrance.



Penhaligon's window display at Saks' Fifth Avenue flagship during 2017 Glam Gardens: The Grand Garden Party

Similarly, Alexander McQueen's fragrance bottle is placed among white blossoms.

Skincare maker Kiehl's Since 1851 is promoting its Calendula & Aloe Soothing Hydration Masque on a wooden swing surrounded by green and orange. The colors green and orange were selected to evoke the calendula and aloe plants.

All windows have been outfitted with black-and-white stripe awnings with pops of neon and vintage-inspired framing.

Additional participants include Bond N 9, Bulgari, Burberry, Chanel, Chlo, Christian Dior, Christian Louboutin, Clarins, Cle de Peau Beauty, Creed, Diptyque, Dolce & Gabbana, Herms, Lancme, Molton Brown, Mugler, Nars, Nest Fragrances, Prada, Sisley and Viktor & Rolf.

Floral arrangements have also been scattered throughout the store with visuals placed at participating beauty and personal care brands' counters.

To promote The Grand Garden Party, Saks is dedicating its beauty catalog to the initiative. Entitled "Garden Refresh," the beauty catalog will showcase participating brands.



Glam Gardens Windows; courtesy of Saks and Eugene Gologursky for Getty Images

Also, Saks has taken an exclusive editorial insert in Harper's Bazaar magazine.

In-store activations include La Grande Dame, a menu addition at Cafe SFA, which will be featured in a Veuve Clicquot-branded Champagne cart on the department store's main floor.

A portion of beauty sales from Saks' New York flagship May 2-14 will be donated to The New York Botanical Garden.

Adding to the experiential nature of The Grand Garden Party, Mastercard cardholders will be invited to an exclusive shopping space. The Terrace at Saks will be transformed into a garden with beauty bars from select partner brands for a more intimate shopping experience.

Mastercard's Priceless Cities platform, available to cardholders, will present an opportunity to enjoy a meal for two prepared by a culinary expert.

Saks will extend its The Grand Garden Party visual theme to all its locations in the United States and Canada. Via its social channels, Saks' community can follow #SaksGlamGardens for insider access.

Planting seeds of experience

Saks debuted its Glam Gardens spring campaign in 2015 as a way to highlight spring beauty offerings.

The first edition of Glam Gardens was displayed at all of Saks 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](#)).

As omnichannel retail became a focus and necessary addition to an in-store campaign, Saks added digital content the year following to ensure all consumers were able to interact with Glam Gardens.

To achieve this, Saks wandered through a secret garden with the help of 360-degree virtual reality video.

Created in support of its 2016 Glam Gardens in-store and digital experience, the virtual reality video was intended to introduce consumers unable to attend the physical aspects of the initiative to the beauty brands offered by Saks.

Marketers have begun implementing virtual reality aspects into campaigns to turn flat, 2-D experiences into something much more immersive for consumers to enjoy and interact with ([see story](#)).

"At Saks, we aim to inspire our customers through enchanting visual experiences throughout our windows and stores," Mr. Briggs said.

"Glam Gardens is a month-long initiative during which we work closely with our brands to create beautiful windows and engaging events highlighting the season's best beauty offerings," he said.

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