

RETAIL

Saks brings Disney cinema history in-store for the holidays

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Saks Fifth Avenue's holiday 2016 light show. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue is teaming up with Disney to celebrate an animated classic this holiday season.

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In honor of the 80th anniversary of "Snow White and the Seven Dwarfs," the holiday campaign will include themed events, windows and merchandise commemorating the film. Reaching children of all ages, this campaign is poised to inspire nostalgia in the generations of Disney fans who grew up watching the film.

"It's been 80 years since Walt Disney astonished the world with the first-ever full-length animated feature, and Snow White and the Seven Dwarfs has remained an audience favorite ever since," said Jimmy Pitaro, chairman, Disney consumer products and interactive media, in a statement. "Bringing Snow White and her story to Saks' holiday campaign is a terrific opportunity to honor the film's legacy, and give fans a new way to make this classic part of their celebrations."

Film festivities

Saks' holiday window display at its flagship New York store will feature Snow White.

Inside the store, the retailer's Caf SFA will host themed breakfasts from Nov. 25 through Dec. 31. On select dates, diners will have a chance to see characters such as Snow White, Prince Charming and Dopey.



Snow White and Dopey will make appearances at Saks. Image courtesy of Saks Fifth Avenue

Tickets for the breakfasts, priced between \$200 and \$800, are available for purchase now.

Across Saks' 41 stores in the U.S. and Canada, as well as online, consumers will be able to shop a selection of themed merchandise ranging from fashion and accessories to gifts.

"The power of brands like Saks and Disney coming together to create special experiences and custom designer pieces that our clients won't find anywhere else, is the epitome of today's new luxury and an opportunity for Saks to put its best foot forward during the holiday season," said Marc Metrick, president of Saks Fifth Avenue, in a statement. "We're excited to unveil more details of this fantastic collaboration in the coming months."

Retailers often appeal to the young at heart around the holidays.

Last year, Saks sculpted a landscape of colorful candy and festive fashion to usher in the season.

Unveiled Nov. 21 at Saks' Fifth Avenue flagship, the theme for last year's holiday display was entitled "Land of 1,000 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 ([see story](#)).

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