

RETAIL

## Saks teams with Jennifer Lopez, Missoni for cancer awareness

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*Singer and actress Jennifer Lopez will front Saks' 2017 Key To The Cure campaign. Image credit: Saks Fifth Avenue*

By STAFF REPORTS

Department store chain Saks Fifth Avenue has tapped the colorful geometric motifs of Italian knitwear brand Missoni for a charitable T-shirt.

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Exclusive to Saks, the Missoni T-shirt's proceeds will benefit The Women's Cancer Research Fund (WCRF), a program within the Breast Cancer Research Foundation. The charitable T-shirt is part of Saks' 19th annual Key To The Cure fundraising effort to fight against cancer.

You hold the key

For this year's initiative, Saks has teamed with women's cancer research ambassador Jennifer Lopez to front the campaign. In the campaign creative, Ms. Lopez wears the exclusive, limited-edition T-shirt designed by Missoni creative director Angela Missoni.

The T-shirt, which features Missoni's signature colorful designs, will be available for purchase Oct. 1-31 at Saks stores in the United States and Canada, as well as on its Web site. One hundred percent of the \$35 asking price will be donated to 12 local cancer charities such as the American Cancer Society, Breast Cancer Research Foundation and the TGen Foundation.

Ms. Lopez will serve as the official WCRF ambassador, appearing in Saks' Key To The Cure advertising as well as a national PSA sponsored by the department store chain.



*Saks Fifth Avenue Key To The Cure 2017 T-shirt by Missoni. Image credit: Saks Fifth Avenue*

Past ambassadors include Halle Berry and Christian Louboutin ([see story](#)), Jennifer Aniston and Peter Dundas, Gwyneth Paltrow and Karl Lagerfeld and Heidi Klum and Michael Kors, among others.

Since its inception, Saks' Key To The Cure campaign has donated close to \$40 million to U.S. cancer research and treatment organizations.

"For almost two decades, Key To The Cure has been one of the most iconic and valuable programs that Saks executes each year," said Marc Metrick, president of Saks, in a statement.

"We look forward to raising funds for WCRF, as well as cancer research and treatment organizations around the country, and are confident that we will be successful, especially with the extraordinary support from both Jennifer Lopez and Missoni," he said.

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