

RETAIL

Saks takes animated approach for holiday windows

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Saks Fifth Avenue light show in 2016. Image credit: Saks

By STAFF REPORTS

Department store chain Saks Fifth Avenue's upcoming holiday campaign will weave a fashion fairytale in homage to Disney's classic animated feature "Snow White and the Seven Dwarfs."

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The retailer's "Once Upon a Holiday" campaign will feature window displays that recreate the feeling of the film through animation, custom gowns and art. Commemorating the movie's 80th anniversary, Saks' campaign leans on Disney magic to inspire shoppers of all ages.

Disney display

Saks' holiday windows along Fifth Avenue will depict vignettes from the film. These include the titular character dancing with woodland creatures, the dwarves returning from a day at the mines and the Wicked Queen's attempt to poison Snow White with an apple.

For the first time in Saks history, all of its 14 windows will feature animation. Maintaining a consistency with the film, the window backdrops were created using a new 3D layering technique that allows the original artwork to be translated to this medium.

Taking Snow White into the 21st century, Saks commissioned one-off gowns inspired by the character from Alberta Ferretti, Naeem Khan, Monique Lhuillier and Marchesa. These will be featured in forest-themed windows on 49th and 50th Streets.



Alberta Ferretti fairytale gown sketch for Saks Fifth Avenue. Image courtesy of Saks

There will also be a 10-story tall light show presented on the building's facade throughout the season, adding to the spectacle.

The windows, sponsored by Mastercard, will be unveiled on Nov. 20 at 6:45 p.m. EST via a live-streamed event, complete with a performance by Sofia Carson, recording artist and star of Disney's "Descendants." Characters from the film, including Snow White and Snow Prince, will also make appearances.

Connecting the theme with gifting, Saks is selling a collection of merchandise that references the movie, including a Judith Leiber clutch in the shape of an apple.



Snow White and Dopey. Image credit: Saks Fifth Avenue

A holiday shop in-store will feature a Mastercard photo booth and a hot chocolate stand.

Catering to those who would rather gift experiences, Saks is offering its SaksFirst loyalty members the ability to buy

excursions such as a Disney Studio Lot tour, a private dinner with Graff and a party in the 10022-Shoe department.

On Thursdays, Fridays and Saturdays, many of Saks' stores will host events. At its Fifth Avenue flagship, there will be character breakfasts with chances to meet Snow White, Snow Prince and Dopey.

"In all things we do at Saks, we strive to reach the people in a meaningful way that captures their emotions it's what we call the New Luxury," said Marc Metrick, president of Saks Fifth Avenue, in a statement. "This comprehensive and unprecedented collaboration with Disney in our stores, on Saks.com, and in our New York flagship windows exemplifies that strategy by bringing the magic of the holiday season into the lives of our customers everywhere."

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