

RETAIL

## Saks fights against mental health stigma in high schools

June 29, 2018



*Saks Fifth Avenue's window displays for 2017's Glam Gardens: The Grand Garden Party*

By STAFF REPORTS

Department store chain Saks Fifth Avenue is working on a project to help with mental health services.

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Saks, Lord & Taylor and Saks Off 5th are now offering a special T-shirt made in partnership with Wear Your Label. "The Future is Stigma Free" campaign will work towards raising money for mental health services.

### Mental health help

Hudson's Bay Company, Saks' parent company, made a commitment in 2017 to donate \$6 million CAD, or \$7.8 million at current exchange, by 2020 to mental health services through its foundation.

The T-shirt sales will be a part of that initiative, with 100 percent of proceeds going towards Bring Change to Mind, a nonprofit that focuses on changing the stigma surrounding mental health.

Sales from the T-shirt will go specifically towards the foundation's high school program to provide a safe space within schools for educated conversations on the subject.



*HBC's t-shirt for mental health. Image credit: Hudson's Bay Company*

HBC is supporting its T-shirt sales with a social media campaign. When consumers use the hashtag #TheFutureIsStigmaFree, the company will donate \$5 for each post for the campaign.

This initiative comes amongst major changes for the Saks brand and its bricks-and-mortar presence.

Saks Fifth Avenue's flagship has undergone a major renovation to make way for more accessories on its ground floor, but its new execution of the beauty department could be indicative of an emerging trend.

The uptown New York store saw significant refurbishment beyond a simple facade uplift, with a makeover in fundamental methods of business. The retailer's newly opened beauty department, named Beauty 2.0, has been moved to the second floor and offers a new strategy toward cosmetics buying to compete with retailers such as Sephora and Ulta ([see story](#)).

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