

RETAIL

Saks Fifth Avenue debuts US fashion-themed window display

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Saks Fifth Avenue has recruited brands from across America for its new window display. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue is giving a boost to the visibility of U.S. fashion brands with an "Americana" window display.

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High-fashion tends to be dominated by European brands from the major fashion groups such as LVMH and Kering. Ahead of New York Fashion Week, Saks is hoping to give American fashion brands a much-needed boost at its Fifth Avenue location by putting U.S. brands front and center in its window displays.

American fashion

According to a report from Women's Wear Daily, Saks Fifth Avenue is debuting a new window display of U.S. fashion brands ahead of New York Fashion Week next month.

The retailer views New York Fashion Week as one of the biggest times of the year for local fashion brands, bringing up questions of what it means to be a U.S. brand in an industry normally dominated by European labels.



The window display from Ralph Lauren. Image credit: Saks Fifth Avenue

To celebrate the unique spirit of U.S. fashion brands, Saks asked all of the brands it carries who are based in the U.S. to design their own window display. Brands from Calvin Klein and Alexander Wang to Proenza Schouler will be displaying their designs and concepts in a campaign called "Americana."

Each brand was given free rein to come up with whatever idea they wanted for their window.

This display comes just a few months after another major change at Saks. In May, Saks Fifth Avenue acted on its belief in a strong future for the jewelry sector with a flagship renovation.

Saks Fifth Avenue at its flagship location in New York has unveiled a newly design jewelry department. Much like the future of its beauty section, its jewelry will be moved off of the first floor ([see story](#)).