

RETAIL

Saks puts focus on "Fearless Women" in speaker series

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Beauty mogul Bobbi Brown is among the "Fearless Women" featured in Saks' talks. Image courtesy of Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue is shining a spotlight on female empowerment with a series of weekly talks this fall.

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"Fearless Women" will feature speakers such as Bobbi Brown and Jimmy Choo's Sandra Choi tackling topics such as high heels and work-life balance. Through these events, Saks is furthering its strategy to provide consumers with differentiated experiences.

In conversation

The talks will be held at Saks' Fifth Avenue flagship store in New York.

Starting on Sept. 12, Fearless Women began as model and health activist Lauren Wasser talked about returning to the New York Fashion Week runway after a health battle that included the loss of both of her legs.



Lauren Wasser for Saks' "Fearless Women." Image courtesy of Getty for Saks Fifth Avenue

On Sept. 20, Saks will be hosting a talk about feminism featuring actress Jemima Kirke and gallerist Allegra LaViola. Future events will include Q&As with Women's March founder Breanne Butler and poet Cleo Wade.

Also featured will be performances by singer-songwriter Patti Smith and pop artist Kim Petras.

Baby2Baby's co-president Kelly Sawyer will be featured with surprise panelists talking about balancing motherhood and working.

"Through our Fearless Women Speaker series, Saks is shining a spotlight on women doing incredible things across a variety of fields and bringing their messages to the public," said Emily Essner, senior vice president of marketing and digital at Saks Fifth Avenue, in a statement. "We continue to make Saks the destination for one-of-a-kind experiences that not only reflect our customer's interests, but also mirror the times in which we live."

As part of its experiential push, Saks Fifth Avenue also extended its retail footprint in New York during Fashion Week with a pop-up.

For four days, the Saks It List Townhouse translated the magalog editorial feature to a physical display in Greenwich Village. As the fashion crowd descends on New York for fashion week, this townhouse enabled Saks to engage style-conscious consumers ([see story](#)).