

RETAIL

## Saks plans to unveil its holiday windows with dramatic flair

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Saks' Fifth Avenue light show is already underway. Image credit: Saks

By BRIELLE JAEKEL

Department store chain Saks Fifth Avenue is bringing Broadway to Fifth Avenue for its holiday celebrations that aim to not only delight customers and passersby, but also hope to make a difference.

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Through a partnership with Broadway Cares/Equity Fights Aids, Saks will be raising funds to fight against AIDS while producing a light show on the faade of its flagship. For the first time, Saks' holiday windows will feature a digital animation that will run throughout the season, which will debut with a theatrical unveiling including a musical performance.

"What could be more magical for the holidays than 124 high-spirited Broadway dancers filling Fifth Avenue to usher in the holidays in front of New York's most iconic window displays and light show at Saks?" said Tom Viola, executive director at [Broadway Cares/Equity Fights AIDS](#).

Celebrations and caring

On Monday Nov. 19, at 7 p.m. [Saks](#) will unveil its "Theater of Dreams" holiday windows for the 2018 season with a tribute to the Broadway stage.

More than 100 dancers will usher in the window display this year for Saks with a live show on Fifth Avenue. The performance is produced by Broadway Cares, directed by Michael Lee Scott and choreographed by Tammy Colucci.



*Crowd watches Saks Fifth Avenue light show. Image credit: Saks*

Performers have been working on the number for more than a year.

The show is based off Saks' concept for this year's windows, in which a shopper visits a theater and dreams of Fifth Avenue.

For the first time, Saks' windows will feature an integration of digital animations and physical props. Various scenes in the holiday windows show different aspects of the shopper's dream, in which the department store showcases its luxury offerings such as a Fifth Avenue Club visit, finding the perfect shoe at 10022-SHOE and a visit to a spa room on its beauty floor.

The windows will be officially unveiled during the performance. Fans can watch in person or catch a live-stream on Saks' Web site, which is sponsored by Mastercard.

A 10-story light show will take place throughout the season on the front of the department store's flagship in New York on Fifth Avenue. From Oct. 22, consumers have been invited to sponsor a bulb for the show, with proceeds going to Broadway Cares/Equity Fights AIDS.

Saks' animation displays and light show will take place throughout the entire holiday season, ending on Jan. 2.



*Light show on Saks Fifth Avenue. Image Credit: Saks*

Every Thursday, Friday and Saturday at Saks locations around the country from Nov. 29 to Dec. 22, the department store will entertain guests with a variety of events and performances.

#### Saks for the holidays

While this is the first year Saks has integrated digital screens into its windows, it has previously celebrated animation.

The department store's holiday campaign last year wove a fashion fairytale in homage to Disney's classic animated feature "Snow White and the Seven Dwarfs."

Saks' "Once Upon a Holiday" campaign featured window displays that recreated the feeling of the film through animation, custom gowns and art. Commemorating the movie's 80th anniversary, Saks' campaign leaned on Disney magic to inspire shoppers of all ages ([see story](#)).

For 2016, Saks Fifth Avenue sculpted a landscape of colorful candy and festive fashion to usher in the holidays.

Unveiled at Saks' Fifth Avenue flagship, the theme for the 2016 holiday display was entitled "Land of 1,000 Delights," and also presented by Mastercard. To ensure consistent brand messaging across its department store network, the Land of 1,000 Delights theme was unveiled simultaneously on Fifth Avenue and the retailer's 41 stores in the United States and Canada ([see story](#)).

"We're honored Saks invited us to join them in this special celebration and are particularly appreciative of Saks' support for those who've been marginalized and simply need a kind, helping hand," Mr. Viola said.