

APPAREL AND ACCESSORIES

Vogue, Saks create interactive advent calendar

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Vogue and Saks share advent calendar

By STAFF REPORTS

Department store chain Saks Fifth Avenue has teamed up with *Vogue* for an interactive advent calendar.

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The media group and the retailer have shared a new take on 12 days of Christmas. On *Vogue's* digital platforms, the two have tapped into their expertise for the interactive gift guide.

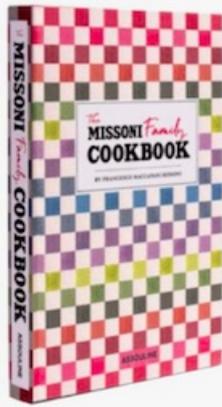
Saks and Vogue

Different days feature different gift guides with themes such as "Impress the Under \$10 Crowd," "Make Your Gifts Memorable" and "Entertain with Ease."

Each day is hidden behind a moving GIF featuring the campaigns characters completing a task relevant to the day's theme. For instance, "Day 8: Stuff Your Stockings With Care"

A special gift guide in slide show form is featured on *Vogue's* Web page after users click on the GIF of their choice.

For instance, "Day 7: Get a Next Level Gift" features a curated list of high-priced gifts expected to wow the recipient, including a \$1,500 Gucci shoulder bag, \$1,295 Christian Louboutin boots, a \$1,000 Swarovski bejeweled Bond no. 9 eau du parfum and a \$60,000 Bulgari Serpenti Jewelry single-twist watch.



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Saks Fifth Avenue also recently brought Broadway to Fifth Avenue for its holiday celebrations that aim to not only delight customers and passersby, but also hope to make a difference.

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

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