

RETAIL

Saks brings some much-needed island glow to New York

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Saks Fifth Avenue unveils window displays highlighting Atlantis resort. Image credit: Saks

By STAFF REPORTS

Department store chain Saks Fifth Avenue is working with a well-known resort to bring a little bit of paradise to New Yorkers during the mid-winter slump.

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The Atlantis resort in The Bahamas' Paradise Island is working with Saks Fifth Avenue for a special window display and in-store activations at its flagship location. This will be the first time the department store has worked with a hotel or resort for a window display.

From Bahamas to New York

Saks will debut six window displays on Jan. 4, along with a variety of bespoke in-store activations that will last for three days, all based on the Atlantis resort.

Atlantis will design activations in relation to its "Bahamas at Heart" campaign, focusing on the culture of the region.

The windows will be on display until Jan. 16, with a different theme for each display named Archipelago, The Cove, Junkanoo, Marine Habitat, Aquaventure and Atlantis Beach.

Archipelago will include a display of more than 150 conch shells, indigenous to the Bahamas, while the cove will focus on a collaboration with jewelry designer Lulu DK, who redesigned Atlantis' poolscape.

Junkanoo celebrates the cultural dance and music celebration of the same name with authentic instruments and costumes. The resort's Marine Habitat window creates an oceanic environment showing off Atlantis' marine habitats, coral reef structures and sand.

The Aquaventure display shows Atlantis' aquatic playground with the same name in a unique design, while the Atlantis Beach window showcases its white sand beaches.



Saks' elaborate Atlantis displays. Image credit: Saks

Saks will offer iconic gelato from the resort, cocktails from one of its mixologists and authentic music from the Bahamas.

"We are thrilled to be partnering with Saks Fifth Avenue," said Audrey Oswell, president and managing director of Atlantis, Paradise Island, in a statement. "Our resort has evolved over the years and this partnership is the perfect opportunity for us to share with the public some of the many changes that have taken place.

"Through art and fashion we are able to tell our story in creative and impactful ways," she said. "It connects consumers to the rich Bahamian culture, our extraordinary marine life, ocean conservation activities and the music and art of the Bahamas all of which are at the very heart of what Atlantis, Paradise Island, offers as a travel destination.

"As Atlantis, Saks has been an innovator in their arena and they appeal to global travelers, so they are a likely partner for us."

Over the summer, Saks Fifth Avenue had a similar endeavor by giving a boost to the visibility of U.S. fashion brands with an "Americana" window display.

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 gave American fashion brands a much-needed boost at its Fifth Avenue location by putting U.S. brands front and center in its window displays ([see story](#)).

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