

IN-STORE

Saks to host live-streaming in-store window display for Fashion's Night Out

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By KAYLA HUTZLER

Department store chain Saks Fifth Avenue and AOL's Stylelist have partnered to produce an interactive digital display that launched in the New York retailer's window this morning on the corner of Fifth Avenue and 50th Street.

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Luxury Daily

The display includes 64 iPad 2's that are framed by nine 27-inch Apple cinema displays on either side. The numerous screens will continuously play different campaign videos and fashion-related content, pull in live-streaming photos and tweets from fans around the world and contain interactive features on Fashion's Night Out Sept. 8.

"The Saks Fifth Avenue window is an iconic display of fashion and retail and we're excited to showcase the branding, imagery and content of Stylelist on such a large scale," said Ali Feinstien, digital strategist at [Gin Lane Media](#), New York. "In a sense, technology is becoming a fashion statement.

"Being tech-savvy is sexy," she said. "We love art, fashion and culture and we love technology.

"Combining both in a sensible way is what New York is about right now – it is exciting."

The digital concept was designed by Gin Lane Media in partnership with [Saks Fifth](#)

Avenue and AOL's internal Huffington Post and Stylelist teams.

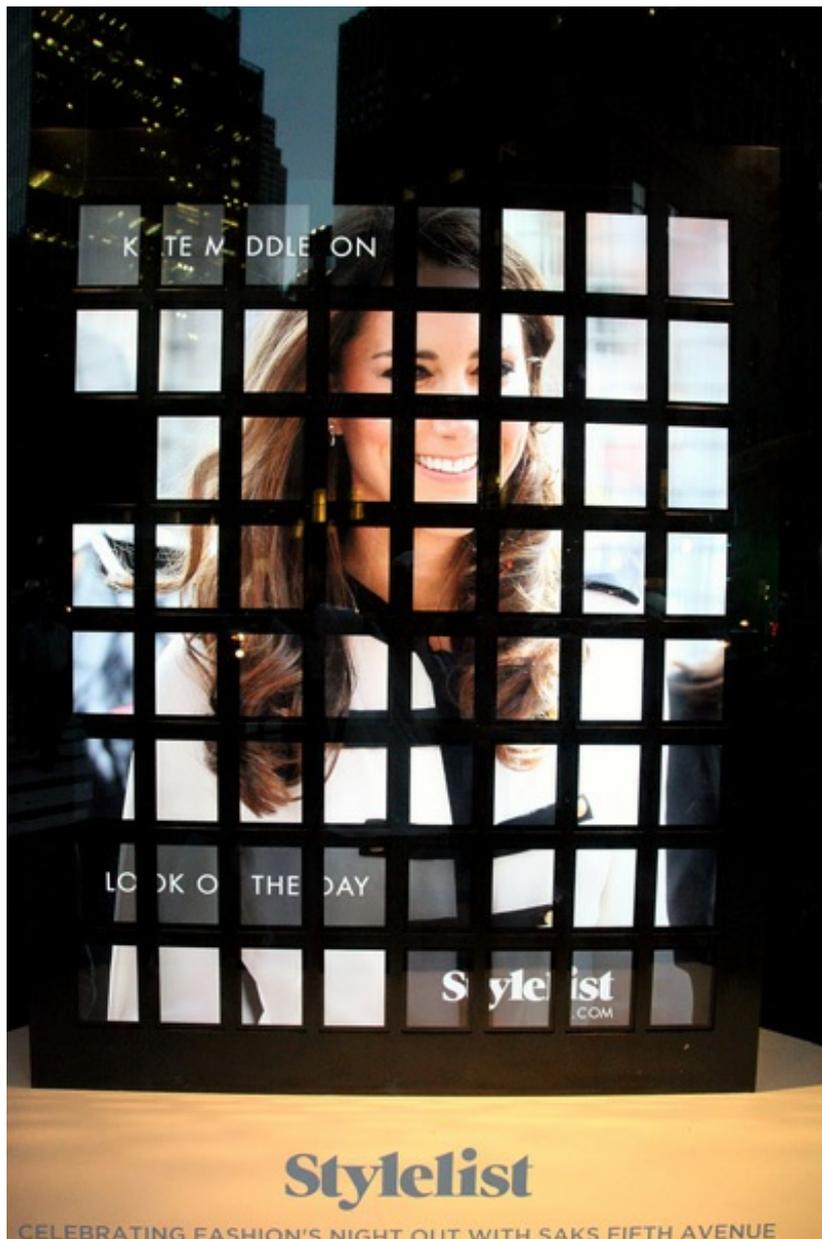
Larger than life

The larger-than-life digital display will span three front windows of the Saks store.

The 64 iPads and 18 Apple screens will constantly display Stylelist content including editorial and video as well as interactive fashion advertisements.

In addition, some of the screens will be devoted to live-streaming social media posts.

The iPads will pull in, organize and display content from Twitter that relates to style and Fashion's Night Out or contains the hashtag #StylelistAtSaks.



The Stylelist Twitter feed will always be present on one of the screens.

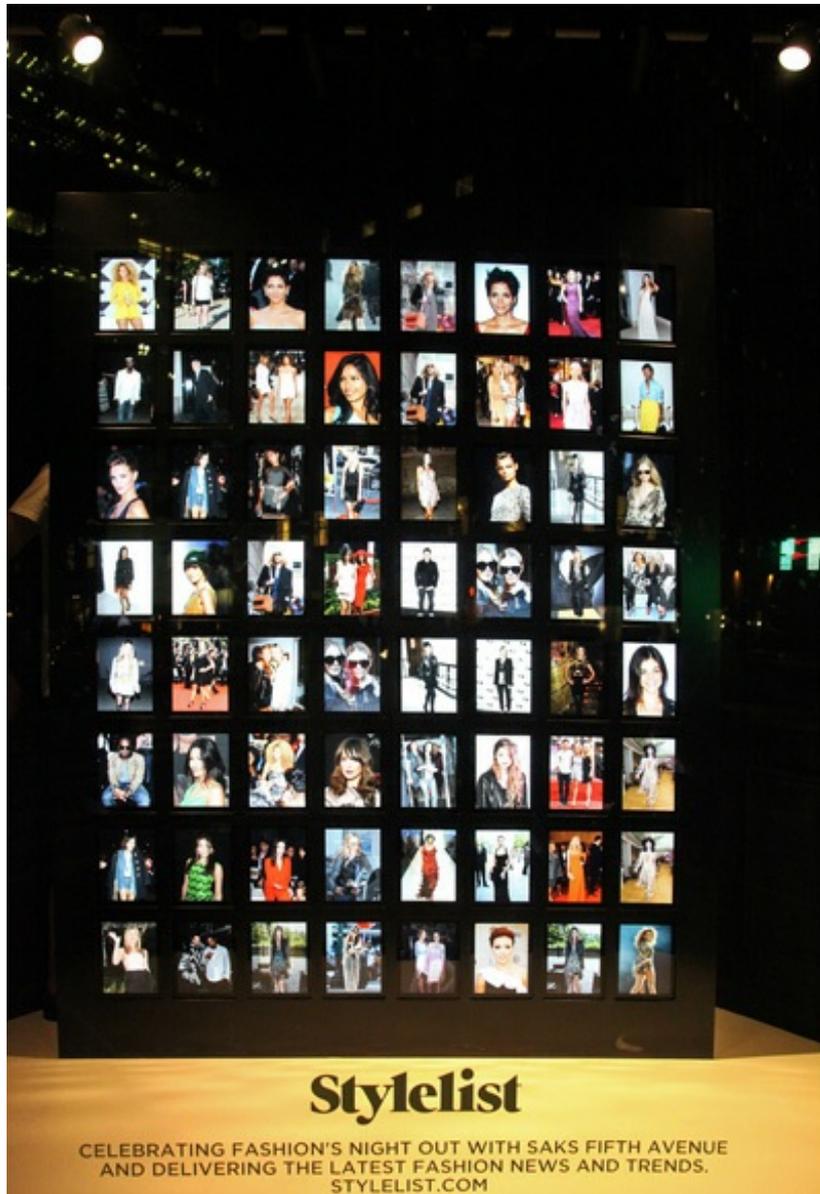
The digital display and hash tag gives consumers around the world who may be participating in other cities' Fashion's Night Out festivities a chance to share their style tips and pictures with New York's fashion enthusiasts.

The digital display will host a special interactive component for Fashion's Night Out.

“By streaming the @Stylelist Twitter feed and encouraging users to tweet pictures using the #StylelistAtSaks hashtag, we hope to spark the conversation about the display and brand,” Ms. Feinstein said.

“Twitter is such a powerful tool to speak directly to fashionistas across the globe and we want to take advantage of that,” she said.

The digital display will be in the Saks windows until Sept. 18.



Digital duds

Stylelist recently re-launched its Web site, which was also designed by Gin Lane Media.

The new Web site features outside bloggers from Web sites such as Inside Source, Style X and retailer Dannijo.

Stylelist content is separated by a horizontal navigation bar and columns on the homepage.

The new homepage highlights branded social media accounts including Tumblr, Twitter and Facebook, with an option to “like” article headlines without leaving the Stylelist site.

The site is rated the No. 1 beauty and fashion site by comScore.

Saks is no newbie when it comes to digital innovation, and recently made its mail catalogs available on the iPad through the Google Catalogs app ([see story](#)).

Digital innovation seems to be a key focus for luxury brands for this year's Fashion's Night Out.

For example, online retailer Net-A-Porter will be allowing users to shop vinyl window displays in New York and London through a branded mobile app ([see story](#)).

Given its prime real estate on New York's famous shopping center – Fifth Avenue – the Saks and Stylelist display will likely attract a lot of attention.

“Fashion's Night Out has become the night for fashion,” Ms. Feinstein said. “The brands and Gin Lane wanted to do something cutting-edge and innovative to showcase the new Stylelist to influencers in the fashion world.

“The project made sense to create an interactive digital display,” she said. “Think of the historic Saks Fifth Avenue 50th Street and 5th Avenue location, then think of the No. 1 online destination for fashion and beauty Stylelist.com – how [else] would you combine both?”

Final Take

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