

RETAIL

Saks makes No Apologies for new women-empowering campaign

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Department store chain Saks Fifth Avenue makes many statements with its women-empowering No Apologies campaign online and in print. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue has debuted its bold No Apologies campaign online featuring women models owning their power.

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The campaign's digital launch comes days after U.S. *Vogue* magazine's September issue ran 16 pages of Saks' No Apologies campaign. Similar to print, the push on Saksfifthavenue.com and social platforms showcases models dressed in designerwear with a quote below stating their life and work philosophy.

The online version of the fall *No Apologies* campaign showcases six models above the fold on Saksfifthavenue.com posing with sass in dresses, jackets, coats and boots. The print ads showcase the entire ensemble from disparate brands.

New York-based Saks is one of the leading department store chains nationwide. It is owned by Canada's HBC, which this week announced it was selling its Lord & Taylor department store chain.

Model turn

Models Winnie Harlow (in Akris), Suki Waterhouse (in Oscar De La Renta) and Poppy Jamie from Happy not Perfect feature in the campaign both online, in the magazine ads and in the Sept. 4 Saks catalog.

Also included in the book are models Lauren Hutton, Grace Mahar, Hanne Gaby, Lea T, Alexandra Richards, Achok Majak, Roxanne Gould, Adesuwa Aighewi, Emma Heming Willis, Halima Aden, Ruth Bell, Yumi Lambert, Mackenzie Drazan and Kenya Kinski-Jones.

Draped on these models are apparel and accessories from Akris, Fendi, Valentino, Burberry, Etro, Michael Kors, Proenza, Balenciaga, The Row, Brunello Cucinelli, Oscar de la Renta, Stella McCartney, Saint Laurent, Prada, Dior and Chloe.

So what did these women not have to apologize for?

Suki Waterhouse

On what she is not sorry for: "Anything that's happened in my past. You own everything that's happened to you, it's yours and made you who you are today. I apologized for not being able to fit into things that wouldn't go over my bottom, but now I really like it!"

On how she psychs herself up when she needs confidence: "I probably put on some Rick Ross, likely the song Hustlin' and I do some hair scrunching."

Lauren Hutton

On the world today: "Almost everything is too sexist"

On how technology has changed the world: "Being anxiety-ridden is a 21st-century phenomenon. We all subconsciously feel it."

Winnie Harlow

On what she's not sorry for and what advice she would give friends: "I used to apologize for being loudI do not anymore. If people are over apologizing, maybe they're thinking too muchjust don't think too hard."

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