

RETAIL

Gucci takes over Saks to flaunt fragrance, fall fashion

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Gucci is taking over Saks' flagship. Image courtesy of Gucci

By STAFF REPORTS

Department store chain Saks Fifth Avenue is partnering with Italian fashion label Gucci to host a branded takeover that spans windows and in-store displays.

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Gucci's displays at Saks showcase an exclusive collection of apparel and accessories as well as the brand's newly released Mmoire d'une Odeur fragrance. The collaboration runs concurrently with New York Fashion Week, giving both the retailer and label the chance to make an impression on the global fashion crowd that is in town.

In-store showcase

Gucci is appearing in window displays on the 49th Street, 50th Street and Fifth Avenue sides of Saks' building.

Panes decked in green wood paneling and emerald-hued carpeting are filled with retro touches such as vintage televisions and velvet couches.

Mannequins posed in the windows wear Gucci ready-to-wear and lipstick.

Along with the window takeover, Gucci is hosting a series of displays within Saks' flagship.

On level one, the brand is showcasing its handbags, including exclusive styles of the Zumi top handle bag in precious skins.

At the beauty department on the second floor, Gucci will be drawing attention to its Mmoire d'une Odeur scent. The unisex fragrance launched in August with a campaign starring musician Harry Styles ([see story](#)).



Gucci's Mmoire d'une Odeur campaign at Saks. Image courtesy of Gucci

There will also be displays for women's wear on the third floor, menswear on level seven and shoes on the eighth floor.

Gucci's 22 exclusive pieces created for Saks include accessories such as a sandal with a leaf embellishment that wraps around the wearer's ankle and mules featuring a tiger head detail on the toe.

The takeover will run through Sept. 23.

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