

RETAIL

Saks takes consumers on branded ride in anniversary activation

September 6, 2019



Saks' carousel will be up until Sept. 10. Image courtesy of Luis Guilln for Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue is marking its 95th birthday with an experiential installation in New York.

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Saks teamed with Mastercard to construct a carousel in Rockefeller Plaza, situated across from its Fifth Avenue flagship. This activation is part of Saks' "New Luxury" strategy, taking its retail reinvention beyond its store experience.

Revolving retail

Saks' carousel includes nods to the retailer as well as its hometown. In addition to the traditional horses, seats allow riders to enter a giant perfume bottle, ascend a lipstick throne or ride in front of a sneaker.

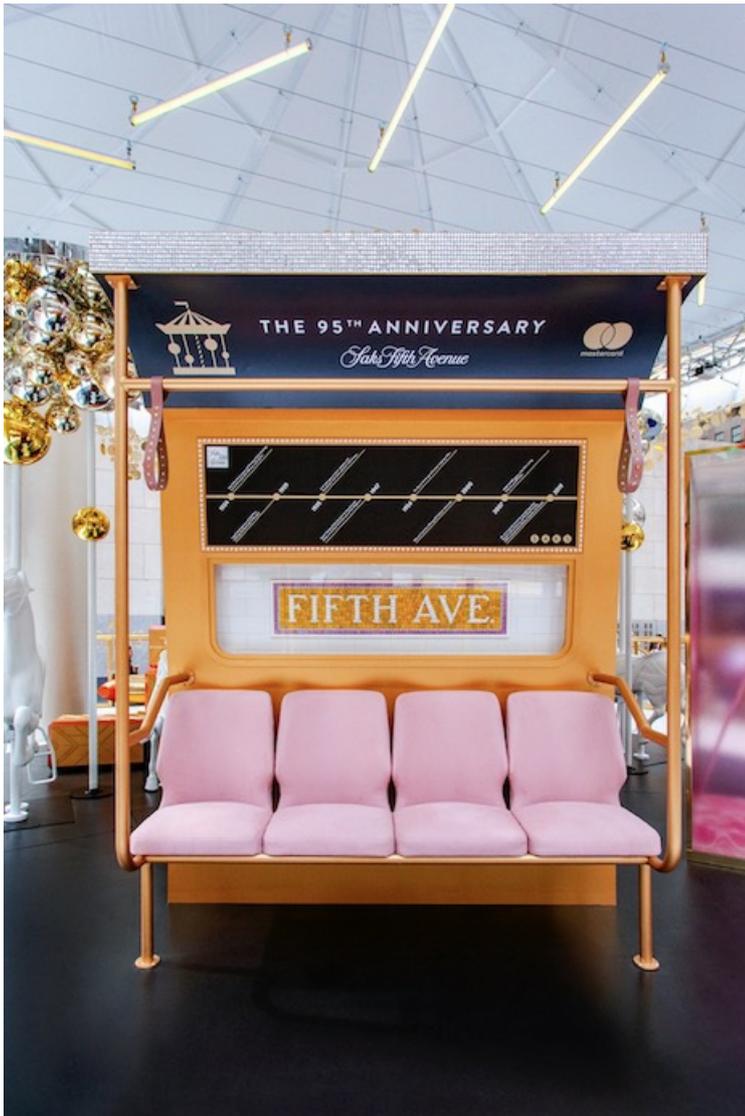


Saks' carousel. Image courtesy of Luis Guilln for Saks Fifth Avenue

The retailer also put a custom spin on the subway car. A luxe interpretation of the public transportation mode

includes pink upholstered seats and a timeline of key moments in Saks history.

Saks' carousel opened to consumers on Sept. 6 and the installation will be up through Sept. 10.



Saks' branded subway car. Image courtesy of Luis Guilln for Saks Fifth Avenue

As a perk to Mastercard and SaksFirst cardholders, they will be allowed priority access to ride the carousel.

Earlier this week, Saks Fifth Avenue completed the latest phase of its flagship renovation, as it opens its new fine jewelry floor.

Dubbed The Vault, the jewelry and watch department is located on the level below the ground floor to create a more intimate space. This opening follows the retailer's rethought ground floor and beauty department on the second floor, as Saks seeks to makeover the luxury shopping experience ([see story](#)).

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