

RETAIL

Saks turns flagship into Frozen 2 celebration for the holidays

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Frozen 2 is coming to Saks. Image credit: Disney

By STAFF REPORTS

Department store chain Saks Fifth Avenue is bringing a touch of Disney magic to its flagship this holiday season through a campaign tied to the studio's upcoming "Frozen 2" feature film.

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Coinciding with the film's theatrical release this fall, Saks will roll out themed window displays, products and an experiential takeover. This follows other Saks and Disney tie-ups, including a partnership celebrating the anniversary of "Snow White and the Seven Dwarfs."

"We're delighted to partner with Disney to celebrate the magic of the holiday season," said Emily Essner, senior vice president of marketing and digital at Saks, in a statement. "At Saks, we're constantly looking for ways to connect with our customers in a meaningful way and are confident that the spectacular 'Frozen 2' window displays, in-store experience and exclusive merchandise will do just that."

Movie magic

Frozen 2 will hit theaters on Nov. 22. Three days later, Saks will host a ceremony to reveal its windows.

The Nov. 25 event will include a performance by Idina Menzel, the voice of Elsa in the film. Along with singing songs from Frozen 2, the actress will perform tracks from her upcoming holiday album "Christmas: A Season of Love."

Ms. Menzel will also be featured on the cover of Saks' Holiday Book.



Saks' Holiday Book starring Idina Menzel. Image courtesy of Saks Fifth Avenue

Continuing the Frozen 2 theme, the show will also feature characters from the movie, as well as dancers, a local choir and a light show. The 10-story choreographed light show will continue nightly throughout the holiday season.

Saks is dedicating six of its windows to Frozen 2. Panes will show characters from the film as well as the four elements, which feature prominently in the movie.

From Oct. 15, Saks is retailing merchandise based on the film from brand partners including Roberto Coin and Sorel.

For the first time, Saks is creating an experiential installation in its flagship. Located on the ninth floor, the Disney's Frozen 2 Enchanted Forest Experience will allow visitors to step into the film's world as they encounter earth, air, fire and water.

The activation is a fundraiser, and \$5 from each entrance fee will go to New York-Presbyterian Phyllis and David Komansky Children's Hospital.

"The powerful imagery and themes from Frozen 2' lend themselves perfectly to Saks's iconic, theatrical-like window displays and holiday lightshow," said Ken Potrock, president of consumer products, Disney Parks, experiences and products, in a statement. "This collaboration with Saks Fifth Avenue will once again bring the magic of the holiday season to life for fans and families, allowing them to feel as though they are a part of Anna and Elsa's enchanted world like never before."

During the 2017 holiday season, Saks teamed up with Disney to celebrate an animated classic.

In honor of the 80th anniversary of "Snow White and the Seven Dwarfs," the holiday campaign included themed events, windows and merchandise commemorating the film. Reaching children of all ages, this campaign is poised to inspire nostalgia in the generations of Disney fans who grew up watching the film ([see story](#)).