

RETAIL

Saks New York partners with Dior for cruise 2020 window display

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Dior cruise 2020 collection in Saks Fifth Avenue windows in New York. Photo credit: Francis Dzikowski. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Saks Fifth Avenue has partnered with Dior on a grand window display at its Fifth Avenue flagship store in New York.

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Featuring styles from the Dior cruise 2020 collection, which Saks will carry exclusively for a limited, the windows are among the most visible and photographed in the world.

"Dior has always been an important partner for Saks and we're thrilled to bring [Dior designer] Maria Grazia's vision to life in our iconic Fifth Avenue windows," said Tracy Margolies, chief merchant for Saks Fifth Avenue, New York.

"When we saw the incredible Dior cruise collection come down the [runway in Marrakesh](#), we knew we had to partner with the brand in a meaningful way," she said. "The exquisite designs and vibrant patterns definitely resonate with our customers."



Close-up of Dior cruise 2020 collection window display at Saks Fifth Avenue New York. Photo credit: Francis Dzikowski. Image credit: Saks

In the bag

Dior's cruise 2020 collection launched Oct. 17 at Saks New York. Other stores will receive the collection tomorrow.

The collection is currently featured in the center six windows on Fifth Avenue and in visual installations throughout the store through Oct. 31, the retailer said.

Within this collection, the "La Mort" Vertical Book Tote is exclusive to Saks. This is a new silhouette of the book tote that made its first appearance on the cruise 2020 runway.



Dior store within Saks Fifth Avenue New York displaying the cruise 2020 collection. Photo credit: Francis Dzikowski. Image credit: Saks

Customization was key to this effort.

The windows were designed specifically for [Saks New York](#).

There are storytelling elements from one window to the next which incorporate different tropical and animal scenes, the company said. These scenes were inspired by the prints from the cruise 2020 collection.

Ms. Grazia was personally involved in the design process of the windows.

Dior cruise 2020 show in Marrakesh, Morocco