

RETAIL

Saks Fifth Avenue shines spotlight on Rashida Jones' "uncommonness" in spring campaign

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Actress/director Rashida Jones stars in new Saks Fifth Ave campaign. Image courtesy of Saks Fifth Avenue

By DIANNA DILWORTH

Luxury retailer Saks Fifth Avenue has teamed up with actress, director and producer Rashida Jones to grace the cover of its 2020 spring catalog and star in its ad campaign, as the retailer aims to focus on edgy and buzzworthy women and play up the extraordinary uniqueness of their personal style.

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Saks' multichannel campaign, which includes print and digital marketing, celebrates Ms. Jones' "uncommonness." This includes the unusual ideas, strengths, superpowers, style and qualities that make her extraordinary.

"Rashida is a powerful force in the entertainment industry and also occupies an interesting and uncommon place: she is a comedian, director, producer and she's black and Jewish and grew up both on the East Coast and West Coast," said Emily Essner, senior vice president of marketing and digital at Saks Fifth Avenue, New York.

"She is serious, yet also funny," she said. "The combination of being all those amazing things at once is what she believes makes her uncommon.

"We think that really epitomizes this campaign and we wanted to highlight women who have uncommon backgrounds and interests to tell the story of the power of being different."



Rashida Jones graces the cover of Saks' spring catalog 2020. Image courtesy of Saks Fifth Avenue

New guard in old media

The campaign promotes style through the uniqueness and originality of the people wearing the clothes.

While digital plays a key role in the campaign, the classic Saks' Spring book is at its heart.

Saks' Spring book includes the Saks It List, which highlights the latest trends curated by fashion director Roopal Patel. On deck this season: flowy dress, sunset shades and the pouch.

The catalog features the latest spring fashions from designers including Bottega Veneta, Fendi, The Row, Valentino, Stella McCartney and Saint Laurent.

Ms. Jones stars in the campaign along with Anna and Pat Cleveland, Coco Rocha, Jasmine Sanders, Vic Mensa, Valentina Sampaio, Pyper America, Jillian Hervey of Lion Babe and Marquita Pring, who wear these brands in the creative.

The book also features a story on the new guard of the buzziest women designers this spring. This features includes Rosetta Getty, Marina Moscone and Alejandra Alonso Rojas - both exclusive to Saks - as well as LaDoubleJ and Midnight00.

"Print continues to be relevant to our customers and we see our direct mail program directly drive the business," Ms. Essner said.

"We believe that print can be disruptive in a world of constant digital communication and an opportunity to tell a more immersive story through the book accompanied with a 360-degree social and digital campaign," she said.

The retailer will highlight the Uncommon looks on its Web site and in its digital assets.



Salem Mitchell in Saks Fifth Avenue's spring beauty campaign. Image courtesy of Saks Fifth Avenue

Diverse market

Saks Fifth Avenue has a history of celebrating diversity in its marketing.

During Pride Month last year, the retailer participated in partnership with the Stonewall Inn Gives Back Initiative, looking to raise awareness for the historical event in the LGBTQ rights movement.

Saks' multichannel campaign included a capsule collection, digital short, window installments and more in honor of the 50th anniversary of the Stonewall Inn Uprising. Prominent members and allies of the LGBTQ community were featured in the campaign, lending it more authenticity. ([See story](#)).

This latest spring campaign targets affluent consumers from any background.

"We wanted to make sure that this campaign felt culturally relevant so that it had universal appeal to a broad range of customers," Ms. Essner said. "This idea of uncommon is something that everybody can relate to. Everybody feels uncommon in their own way."

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