

RETAIL

## Saks Off 5th embraces female empowerment with Girls Inc. partnership

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*Saks Off 5th Gold Vermeil Paperclip Chain Necklace. Image courtesy of Saks Off 5th*

By DIANNA DILWORTH

Saks Off 5th has teamed up with nonprofit Girls Inc. to celebrate Women's History Month and International Women's Day in a move to show its alignment with female empowerment.

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This is the second year in a row that the Saks Fifth Avenue's off-price retailer has partnered with the nonprofit. The aim is to teach girls to be smart and bold.

"At Saks Off 5th, we believe in empowering women and girls to be the best they can be and we're thrilled to further this commitment, in collaboration with our customers, by partnering with Girls Inc. for the second year," said Paige Thomas, president of Saks Off 5th, New York.

"As a mom of three, including two strong, young women, it is incredibly important to me personally, and professionally, to spread awareness of Girls Inc. and further their efforts to help girls and young women reach their full potential," she said.

**Saks Off 5th** is one of the leading off-price retailers in luxury, competing with Nordstrom Rack. It is part of Toronto-based Hudson's Bay Company, which also owns the full-price Saks Fifth Avenue and Hudson's Bay department store chains.

Chains that bind

As part of the effort, Saks Off 5th and Girls Inc. created the Gold Vermeil Paperclip Chain Necklace. The necklace is inspired by the linked connections that women share.

The \$40 product is on sale exclusively at the retailer's stores and ecommerce site. Fifteen percent of net proceeds from the necklace's sales will be donated to Girls Inc.

The partnership targets Saks Off 5th's core customer, the Girls Inc. community, and supporters of women.

To promote the partnership and the exclusive product, the two organizations created a video that shares words of encouragement and advice to inspire confidence. Women in the video share what "Every Day is Women's Day"

means to them.

"Girls Inc. is honored to partner with Saks Off 5th for Women's History Month and International Women's Day to celebrate the excellence of girls and women everywhere," said Stephanie J. Hull, president/CEO of Girls Inc., New York. "We believe that girls are innately powerful. They are leaders. They are strong, smart, and bold.

"We are grateful to Saks Off 5th for their commitment to ensuring that girls have the opportunities and support to embrace their strengths and envision a world where 'Every Day is Women's Day'," she said.

To promote the partnership, the retailer is holding events at its locations in New York, Costa Mesa, CA and Dallas, TX.

The retailer will donate 25 percent of the net proceeds during the events.

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#EveryDaysWomensDay: This year, we've partnered with @girlsinc to celebrate the strength and confidence of every woman and girl, every day. Tap the link in bio to shop our exclusive gold link necklace that honors the connection of women 15% of net proceeds will be donated to @girlsinc. #SaksStyleForLess

A post shared by Saks OFF 5TH (@saksoff5th) on Mar 3, 2020 at 5:48am PST