

RETAIL

Bottega Veneta takes over Saks windows in New York, opens first US shoe shop-in-shop

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Bottega Veneta has taken over six window displays at Saks Fifth Avenue's flagship department store in midtown New York. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Saks Fifth Avenue's New York flagship has given over six windows and visual installations throughout its store to Italian fashion brand Bottega Veneta.

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The installations will showcase an exclusive capsule collection including women and men's footwear and accessories, and women's dresses and gowns. The move comes soon after Bottega Veneta appointed Daniel Lee as its creative director.

"Bottega Veneta is one of the most exciting and directional brands in luxury fashion today, and we are proud to stand behind the house in a big way," said Tracy Margolies, chief merchant of Saks, New York.

"Daniel Lee has tapped into a design aesthetic that resonates with the way women want to dress today," she said.

"With this unique collection and the first-ever Bottega Veneta shoe shop-in-shop in the U.S. on our newly renovated women's shoe floor, we are excited to continue to bring exclusive creations from Daniel to our customers."



Bottega Veneta jersey halter gown exclusively for Saks. Image courtesy of Saks

In addition to Saks New York, the capsule collection will be available at its stores in Beverly Hills and San Francisco, as well as online at [Saks.com](https://www.saks.com).

Bottega Veneta is one of the top brands in French conglomerate Kering's fashion portfolio, along with Gucci and Alexander McQueen.



Bottega Veneta installations feature throughout Saks Fifth Avenue's New York store interiors. Image courtesy of Saks

All dressed up

Saks' windows in New York are amongst the most viewed retail displays in the city, attracting locals and tourists. They span the entire length of the store on Fifth Avenue across from Rockefeller Center.

Bottega Veneta's takeover comes three weeks after the Saks Fifth Avenue Foundation debuted in the windows of Saks' flagship with a mural dedicated to mental health awareness.

Saks partnered with Fountain House and Crisis Text Line as part of its mission to address mental health issues in local communities by raising awareness, improving access to care and promoting tools and skills for those who

need it the most ([see story](#)).

The retailer, whose Toronto-based HBC parent recently went private, has often used its window displays to support brands it sells or espouse causes.



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

The Saks windows are as eagerly anticipated as street-level displays from Bergdorf Goodman's men's and women's stores and Bloomingdale's in midtown Manhattan. The only other New York department store that competes with them in windows is Macy's at Herald Square.



Saks Fifth Avenue has recruited brands from across America for its new window display. Image credit: Saks Fifth Avenue

IN AUGUST 2018, Saks gave a boost to the visibility of U.S. fashion brands with an "Americana" window display at its flagship New York store.

High fashion tends to be dominated by European brands from the major fashion groups such as LVMH and Kering. Ahead of New York Fashion Week that year, Saks put U.S. brands front and center in its window displays ([see story](#)).

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