

RETAIL

Saks highlights 'essential' creative processes in fall campaign

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Broadway stars Reeve Carney and Eva Noblezada of Hadestown appear in the Saks fall campaign. Image courtesy of Saks Fifth Avenue

By SARAH RAMIREZ

Department store chain Saks Fifth Avenue is celebrating the fashion and creative communities in its iconic window displays this month.

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The "Creating" campaign will also be across Saks' digital and social media channels, as well as print advertising. The retailer's flagship often honors different brands and causes in its window displays, and is taking this opportunity to support the fashion world after its been impacted by the coronavirus.

"At Saks, we strive to create purposeful campaigns and use our platform to engage with our customers in a meaningful and authentic way," said Emily Essner, chief marketing officer at Saks Fifth Avenue. "For our fall campaign, we wanted to relay the message that fashion is more than clothing and accessories it's community and we wanted to celebrate how different aspects of the fashion world are created.

"Our industry can often be looked at as non-essential' when actually it is a major part of our economy and fundamental to how people build their identities," she said.

Celebrating creating

Saks' window displays will each feature a different creative environment, including an atelier, to honor the creative process.

One window will be devoted to A Common Thread, a joint initiative between Vogue and CFDA which raises awareness and funds for American fashion businesses impacted by COVID-19. The Common Thread display will feature fall fashion from Rachel Comey and Cushnie, two brands that received grants from the program.

"As a key retailer in the luxury fashion space, it was essential that Saks support the initiative," Ms. Essner said. "Along with highlighting the initiative in our campaign and windows, Saks has donated \$50,000 to A Common Thread."

In March, the Saks Fifth Avenue Foundation also made a \$600,000 emergency grant to support patient care and offer funding to charitable partners as they tackle mental health needs in response to the COVID-19 coronavirus outbreak ([see story](#)).

The print and digital campaigns will feature professionals from other creative industries, echoing the theme of "Creating." In a special nod to Saks' home in New York, Broadway actors from *Jagged Little Pill*, *Mean Girls*, *Hadestown* and *West Side Story* appear in the advertisements.



Saks' "Creating" fall campaign celebrates the creative process behind fashion. Image courtesy of Saks Fifth Avenue

"As the fashion world draws inspiration from different creative fields, we thought it was appropriate to feature creative professionals across other industries in our campaign," Saks' Ms. Essner said. "You'll see Broadway actors, chefs, educators and more."

Luxury brands featured in the fall campaign include Oscar de la Renta and Ermenegildo Zegna.

Worthwhile windows

Saks Fifth Avenue reopened its New York flagship in June, completing its phased approach to resuming operations in the United States and Canada after a government-imposed lockdown to curb the COVID-19 coronavirus' spread.

The Saks store on Fifth Avenue is one of New York's prime retail store attractions, along with Macy's and Bloomingdale's, both of which cater to a broader market. The flagship reopened with a modified layout and changed protocols for staff and shopper health and safety ([see story](#)).

In the last window installations before the shutdown, Saks had showcased an exclusive capsule collection from Italian fashion brand Bottega Veneta, including women and men's footwear and accessories, and women's dresses and gowns ([see story](#)).

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](#)).

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