

APPAREL AND ACCESSORIES

## Saks Fifth Avenue celebrates New York solidarity in fresh window display

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Artist Timothy Goodman is the man behind the new windows at Saks. Image: Saks Fifth Avenue

By ELLEN KELLEHER

Department store chain Saks Fifth Avenue is sharing its love for its hometown by changing its windows and kicking off an elaborate campaign honoring the chutzpah of New York.

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The windows at its flagship Fifth Avenue store now feature a creative panorama by New York artist Timothy Goodman which offers solidarity to New Yorkers amid the pandemic. The new display is one element of a wider drive, dubbed Saks <3 NYC, to raise funds for those hit by COVID-19.

"As the fashion authority in New York, we wanted to pay tribute to our city as it rebuilds and comes back stronger than ever before," said Emily Essner, chief marketing officer at Saks. "By showcasing New York-based artists and designers as well as charitable organizations working to help New Yorkers affected by the pandemic, we hope to uplift the spirit of New York City and its extraordinary people."

A peak at the show

In the first window, Mr Goodman's work showcases an elegantly-dressed mannequin on a quest for adventure, wearing sunglasses and combat boots while stuck on her own in a room.



*The first window depicts a mannequin alone in a room. Image: Saks*

The next four windows pivot to a bevy of models at the edges of the words, Saks Loves NYC, in bold red letters.

In the final window, meanwhile, the scene shifts again to a moodier shot of a solitary model in a pink dress and tinted glasses alone in a room.



*The mannequin in the final window is also on her own. Image: Saks*

The backdrop for the windows is Mr. Goodman's signature style of cartoonish mural with Central Park, Brooklyn, Soho, Chelsea, Tribeca and Washington Heights listed as destinations.

The Saks windows cast a light on fashion from an array of New York designers such as Jason Wu, Caroline Herrera and Oscar de la Renta.

Other Saks <3 NYC efforts include a charity shopping weekend stretching from Oct. 16 to Oct. 19. At this event, 10 percent of sales will benefit God's Love We Deliver, the Madison Square Boys & Girls Club and Broadway Cares/Equity Fights AIDS.

In a bid to benefit mental health issues stemming from the pandemic, Saks also plans a charity checkout drive to encourage customers to donate to such causes through Nov. 13.

COVID-19 charitable drive

This is the second time since March that Saks has dedicated its Fifth Avenue windows to show support to New Yorkers and show gratitude to organizations making efforts to combat the pandemic.

Earlier in the year, 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 outbreak ([see story](#)).

The windows at Saks' marquee location across from Rockefeller Center switch regularly, but in recent months the focus shifted to COVID-19.

Last month, for example, the retailer paid homage to the fashion and creative communities, both damaged by the pandemic, in its "Creating" campaign. Here, the Saks window displays each featured a different creative environment including an atelier to honor the creative process ([see story](#)).

Saks reopened its New York flagship in June, with a modified layout and new protocols to protect staff and shoppers ([see story](#)).

The store's reopening has coincided with one campaign after another that touches on the difficulty of navigating the pandemic in the months ahead.

"This year has been challenging for everyone, especially New Yorkers, and we wanted to use our voice to honor the creativity and resilience of New York City," Ms. Essner said.