

RETAIL

Saks Fifth Avenue taps A-Rod to ring in holiday festivities

November 24, 2020



A-Rod and CEO Marc Metrick kickstart this year's socially-distanced holiday celebration at Saks Fifth Avenue. Image credit: Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

Iconic New York department store chain **Saks Fifth Avenue** has recruited former New York Yankees player Alex Rodriguez to appear in the first of a series of livestreamed celebrations to kick off its yearly holiday festivities.

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In lieu of closing down Fifth Avenue for a single epic performance, this year Saks is opting to feature Mr. Rodriguez and other well-known members of the fashion and entertainment communities lighting up its New York flagship store each night from inside a Fifth Avenue window in the coming weeks. Titled "Saks Lights Up Fifth Avenue," each evening event benefits a charity.

"After several challenging months for New Yorkers and those around the world, Saks is proud to continue this long-standing tradition and deliver our annual gift to New York as a part of our commitment to revive the city for our community, customers and associates," said Marc Metrick, president and CEO of Saks Fifth Avenue, in a statement.

New celebrations

The events will be livestreamed at saks.com/holiday on select weekdays at 4:30 p.m. through Dec. 23 and about \$100,000 in donations is set to be raised to serve non-profits in New York City and elsewhere.

In its first gift, Saks made a donation to Madison Square Boys & Girls Club, which supports some of its hometown's poorest neighborhoods.

"To me, this season is about giving back and thinking of others rather than ourselves," said Mr. Rodriguez in a statement. "The Boys & Girls Club really shifted, perhaps saved, my life.

"That's why I am so happy to give back to that organization this season and create opportunities for the next generation."



Saks' holiday windows capture New York moments this year. Image credit: Saks Fifth Avenue

This year, Saks' theme for its annual holiday window display is "This is How We Celebrate," which showcases the importance of dedicating time to family and friends.

In six windows, Saks captures a series of holiday moments played out on the streets of New York.

There are three performers arranging a musical gig in Times Square as well as a barber shop under siege by children, and a couple laden down with gifts on the Roosevelt Island tram. Also on display are an aspiring dancer receiving an autograph from a ballerina plus the Christmas lights extravaganza in Dyker Heights, Brooklyn and a holiday block party.

To add some pixie dust, Saks has also unveiled a light show, which features a display of LED lights on the facade of its flagship store. In the background, a medley of songs play including Jos Feliciano's "Feliz Navidad" and Donny Hathaway's "This Christmas."

The holiday window and light show are presented by Saks and Mastercard in a partnership, which has lasted 11 years.

Saks Fifth Avenue has a history of sharing its love for its hometown by changing its windows.

Last month, the windows at its flagship Fifth Avenue store featured a creative panorama by New York artist Timothy Goodman which offered solidarity to New Yorkers amid the pandemic. The new display was one element of a wider drive, dubbed Saks<3 NYC, to raise funds for those hit by COVID-19 ([see story](#)).

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