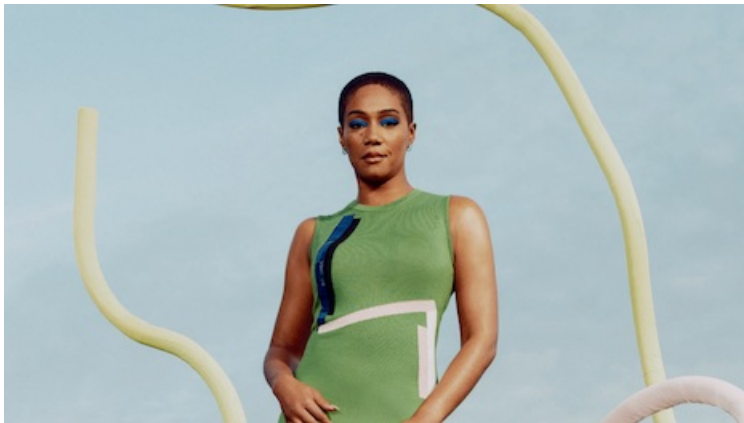


RETAIL

## Saks taps entertainers Tiffany Haddish, Maluma for spring campaign

February 16, 2021



*Tiffany Haddish stars in Saks Fifth Avenue's spring campaign, Here for the Future. Image courtesy of Saks Fifth Avenue*

By LUXURY DAILY NEWS SERVICE

Department store chain Saks Fifth Avenue is joining forces with actress Tiffany Haddish and singer Maluma for its new spring campaign.

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The campaign entitled "Here for the Future," will highlight effervescent and innovative artists, designers and activists who Saks believes are making strides in their industries and ultimately shaping the future. Like many other brands, Saks is hoping to continue evolving and offering personalized fashion experiences for consumers.

"Saks is committed to using our voice to engage with our customers in meaningful and authentic ways," said Emily Essner, chief marketing officer of Saks Fifth Avenue, in a statement. "As an arbiter of fashion, culture and lifestyle, Saks strives to elevate timely and relevant topics that are of interest to our customers.

"'Here for the Future' reflects the important issues impacting our world today and our focus on championing voices who are using their creativity and passion to help secure a bright future for us all," she said.

The best and the brightest

Ms. Haddish is best known as a comedic actress, while Maluma, whose birth name is Juan Luis Londoo Arias, is a singer-songwriter from Colombia.

Ms. Haddish graces the cover of the Saks women's spring book, wearing a Gabriela Hearst crochet dress while promoting the She Ready Foundation, an organization that provides resources, mentoring and other assistance for foster children. Maluma, landing the cover for the men's spring book, sports Amiri while discussing his foundation El Arte de los Sueos, which provides at-risk youth with opportunities for creative expression.

Saks is also highlighting other talented leaders: founder and CEO of Rise and Nobel Peace Prize Nominee Amanda Nguyen; actor, producer and deaf advocate Nyle DiMarco; sculptor, photographer and martial arts athlete David Alexander Flinn and more.

Those featured in the campaign will be wearing the latest fashion from designers including Alejandra Alonso Rojas, Celine, Chlo, Dolce & Gabbana, Moncler, Officine Gnrale, Plan C and Versace.



*Maluma lands the cover of Saks Fifth Avenue's men's spring book. Image courtesy of Saks Fifth Avenue*

The campaign is spotlighting an array of designers who are known for portraying unique points of view and for pushing boundaries. Designers include A-COLD-WALL\*, BruceGlen, Busayo, Christopher John Rogers, Farm Rio, Kimberly Goldson, Reese Cooper and Tove.

The Saks women's spring 2021 fashion book includes the "Saks It List," which is a forecast of the season's must-have trends, such as flowing dresses, statement earrings and knit items. The men's spring 2021 style book includes the "Need Now" section, citing current trends including loungewear, high-top sneakers, and sport luxe.

"Here for the Future" will be featured in-store at Saks and can be found online beginning Feb. 18. The campaign will also be featured in the windows of the Saks Fifth Avenue New York flagship store through Feb. 25.

Saks Fifth Avenue has seen its physical stores continue to play a crucial role in boosting sales amid the COVID-19 pandemic, and executives do not believe this can be replaced by digital channels ([see story](#)).

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