

RETAIL

Saks promotes mental wellbeing in multichannel activations

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The intention garden at Saks. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

Department store chain Saks Fifth Avenue is marking Mental Health Awareness Month with a multichannel campaign.

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Throughout the month of May, Saks will share mental health resources and related activities in-stores and online. The brand will also raise funds for nonprofit organizations working on mental health through the Saks Fifth Avenue Foundation.

"This year, we felt it was more important than ever to recognize Mental Health Awareness Month and provide resources and programs to our customers and communities," said Emily Essner, chief marketing officer at Saks, in a statement. "We are excited to take action through this multifaceted campaign and further the Saks Fifth Avenue Foundation's mission to make mental health a priority in every community."

"Let it grow and let it go"

Mental health awareness is an important cause for Saks to highlight. According to the U.S. Census Bureau, more than 42 percent of respondents reported symptoms of anxiety or depression in December 2020.

Shoppers at the Saks flagship in New York can visit an "intention garden" through May 11. There, visitors can write and plant a mental health intention or write a postcard thanking someone who has supported their mental wellbeing journey.



Saks is encouraging shoppers to "let it grow and let it go." Image courtesy of Saks Fifth Avenue

Saks also sent friends of the brand a curated gift box to encourage them to set their own mental health intentions. The packages include wildflower seed paper and planters, and the retailer will share brand partners' unboxing videos on the Saks Instagram account.

Online, Saks will feature advice from its nonprofit partners including Bring Change to Mind, the Trevor Project, Girls Inc. and Columbia University's Department of Psychiatry on how to promote positive mental wellbeing and approach mental health overall.

The ongoing "Voices with Saks" digital series will also debut a special video with Dr. Jessica Clemons, MD, in which she will share tips for supporting loved ones who are struggling and maintaining personal mental health.

Customers will also be encouraged to donate to the Saks Fifth Avenue Foundation to support Mental Health Awareness Month throughout the month.

In another philanthropic effort, Saks shared its love for its hometown by changing its windows and kicking off an elaborate campaign honoring the resilience of New York. In October 2020, the windows at its flagship Fifth Avenue store featured a creative panorama by New York artist Timothy Goodman, offering solidarity to New Yorkers amid the pandemic.

The display was one element of a larger drive to raise funds for those affected by COVID-19 ([see story](#)).

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