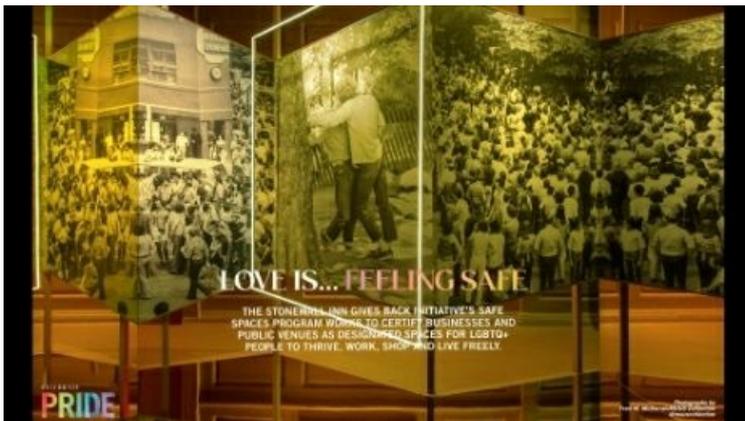


RETAIL

Saks partners with Stonewall Inn Gives Back Initiative in multichannel Pride celebration

June 4, 2021



The Saks Fifth Avenue flagship store is dedicating its iconic six center windows to the partnership for June. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

In honor of Pride Month, department store Saks Fifth Avenue is partnering with the Stonewall Inn Gives Back Initiative (SIGBI).

Subscribe to **Luxury Daily**
Plus: Just released **State of Luxury 2019** **Save \$246 ▶**

The partnership will benefit SIGBI's Safe Spaces Initiative, a program that establishes practices and policies to create safe spaces for the LGBTQ+ community across the United States. Launching a multichannel celebration, including special content across Saks' digital platforms and window installments at the Saks New York flagship, the department store will also be making a donation to SIGBI.

"As an iconic brand, Saks has a responsibility to use our voice to platform causes that matter to our customers, employees, and society," said Emily Essner, chief marketing officer of **Saks**, in a statement. "We are honored to continue our partnership with the Stonewall Inn Gives Back Initiative for the third consecutive year and champion the Safe Spaces program.

"Together, we are able to educate our customers and create an inclusive environment for the LGBTQ+ community," she said.

Saks x Stonewall

Saks' pride celebration began June 1 on its editorial hub, **The Edit**, with an article celebrating prominent LGBTQ+ figures including non-binary model, writer and trans advocate Devin-Norelle; model, artist and philanthropist Nats Getty; and cofounder of the BLK MKT vintage store in Brooklyn, New York, Kiyanna Stewart.

Saks will continue promoting its #VoiceswithSaks social media series which highlights diverse voices on a range of topics. Performance artist Alok Menon will speak about their experience with love and the impact of the Stonewall Inn Uprising for an IGTV video on the Saks Instagram.



Each window features a large image, a core color of the Pride flag, and one of the six thematic words: community, joy, connection, support, inclusion and empowerment. Image courtesy of Saks Fifth Avenue

The department store will also feature drag queen Plastique Tiara in an Instagram Reel inspired by her renowned transformation-style videos and will include looks available on saks.com. Saks will also hold a Saks Live on June 8 which will serve as a makeup masterclass with Plastique Tiara where consumers can ask questions and shop featured products.

The Saks Fifth Avenue flagship store is dedicating its iconic six center windows to the partnership for June, featuring a curated selection of archival images of the Stonewall Inn Uprising in 1969 by American photographer Fred W. McDarrah. The images, which will be on display through June 23, will be presented in a gallery-inspired format, depicting the history of Pride in New York.

Each window features a large image, a core color of the Pride flag, and one of the six thematic words: community, joy, connection, support, inclusion and empowerment.

Saks will also be holding two immersive experiences at its flagship location, beginning June 21, The History Experience and The Allyship Experience. The experiences will be open to the public through June 28.

Saks has collaborated with SIGBI in the past to raise awareness for the historical event in the LGBTQ+ rights movement.

In 2019, Saks' multichannel campaign included a capsule collection, digital short, window installments and more in honor of the 50th anniversary of the Stonewall Inn Uprising. Prominent members and allies of the LGBTQ community were featured in the campaign, lending it more authenticity ([see story](#)).

"SIGBI is excited to partner with Saks and bring visibility to our Safe Spaces program," said Stacy Lentz, CEO and cofounder at SIGBI, in a statement. "Having an iconic ally such as Saks allows SIGBI to bring our message to a large population we might not otherwise reach."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.