

RETAIL

Saks taps Hollywood stars for fall campaign

September 10, 2021



Kumail Nanjiani, Sarah Paulson and Marc Metrick at the Saks New York Fashion Week party. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

Ecommerce retailer Saks has unveiled its fall campaign starring Golden Globe and Emmy Award-winning actress Sarah Paulson and Oscar-nominated writer and comedian Kumail Nanjiani.

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

The campaign celebrates the rejuvenating power of fashion and aims to inspire customers to embrace the beauty within everyday moments. To promote the campaign and celebrate New York Fashion Week, Saks hosted a party at L'Avenue at Saks on Thursday evening, co-hosted by Ms. Paulson and Saks CEO Marc Metrick.

"We strive to create purposeful campaigns that combine the Saks fashion point of view with compelling perspectives on the latest in culture and entertainment," said Emily Essner, chief marketing officer at Saks, in a statement. "With our fall campaign, we hope to provide captivating content to inspire and engage with our customers this season."

Fall with Saks

The "American Horror Story" actress spoke with Saks about moving forward with a new perspective, her personal style and how she transforms into a character.



Styled by Karla Welch, Ms. Paulson stars on the cover of the Saks women's fall book wearing a Chlo poncho. Image credit: Saks

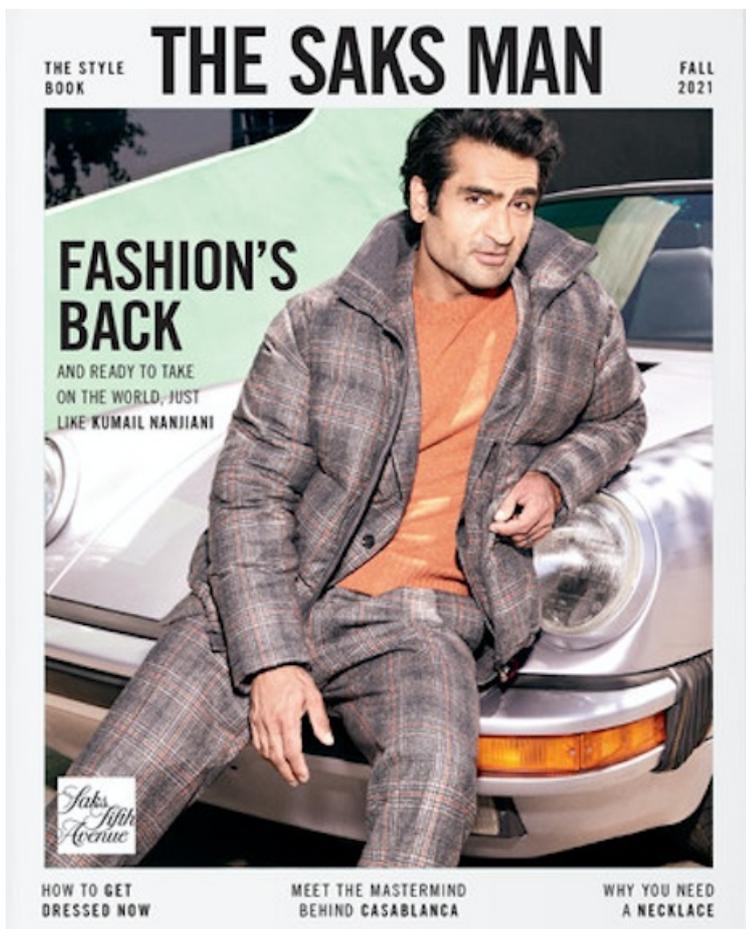
"I've been rewarded in my life for choosing things that frighten me," Ms. Paulson said in a statement. "As a kid I was nervous and shy, but still dreamt about being an actress.

"I marvel that I'm now living my dream," she said. "Personally, I have my own work to do to feel comfortably powerful within myself and to look at things I've achieved as accomplishments not happenstance."

Mr. Nanjiani also spoke to Saks about the past year, his fall style choices and his upcoming starring role alongside Salma Hayek and Angelina Jolie in the Marvel film *Eternals*.

"What we've realized is the world is the world, we're all connected, and what happens across the globe, happens to us," he said. "It seems fitting that we have this global superhero movie coming, and hopefully, it leads to a less myopic vision of the world."

The women's fall 2021 fashion edit includes the "Saks It List," a forecast of this season's must-have trends, such as blanket dressing, knitwear, sequins, vintage florals and boots.



For the men's fall book, Mr. Nanjiani wears an Isaia look. Image credit: Saks

The men's edit features "Need/Now," with trends like comfort tailoring, bold colors and the statement jacket.

Throughout the season, Saks will highlight the campaign across its print and digital channels, including shoppable editorial content featuring Ms. Paulson and Mr. Nanjiani, email and homepage coverage, as well as through social media.

Earlier this year, Hudson's Bay Company established the ecommerce site for Saks Fifth Avenue as its own separate entity during a time when luxury ecommerce is booming.

With a \$500 million minority equity investment from private equity firm Insight Partners, HBC established Saks Fifth Avenue's ecommerce business as a standalone company, called Saks, valued at \$2 billion ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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