

RETAIL

Saks kicks off holiday shopping with interactive digital events

November 2, 2021



Stylist Bettina Looney is kicking off Saks Live's holiday schedule. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

Luxury ecommerce platform Saks is celebrating the holiday season with virtual experiences to engage consumers.

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Saks Live, the virtual event platform that debuted on Saks.com earlier this year, will host a dozen events through the holiday season centered on gift-giving and festive fashion. The lineup includes industry insiders, celebrities and influencers, with the spotlight on leading luxury brands.

"As we solidify our position as the leading luxury ecommerce destination in the U.S., Saks Live provides our customers with increased access to on-demand style inspiration and unique shopping experiences," said Emily Essner, chief marketing officer at Saks, in a statement.

"Even more exciting, we're giving Saks Fifth Avenue customers the opportunity to easily interact with some of the industry's most well-known experts by simply visiting Saks.com," she said. "As we work to deliver for our customers this holiday season, this is another example of how we are meeting customers where, when and how they want to shop with us."

Holiday livestreams

Saks Live's holiday schedule begins on Nov. 2 with a holiday fashion livestream with stylist and personal shopper Bettina Looney.

Other highlights include a holiday desserts livestream with Stephanie Oliveira, executive pastry chef at L'Avenue at Saks, on Nov. 9 and "The Gift of Chopard" hosted by stylist and beauty, fashion and lifestyle blogger Chriselle Lim on Nov. 16. Beauty and skincare brand La Mer will be featured in a holiday gifting livestream on Nov. 26.

In December, Alice + Olivia creative director Stacey Bendet and Nicky Hilton Rothschild will team for another holiday shopping event. Other sessions will highlight holiday beauty trends and style staples.



Saks Live events are promoted on social media. Image courtesy of Saks

During the events, hosts can speak directly with viewers, interact with them via a chat function and help them shop. Interested shoppers can email sakslive@saks.com to RSVP. Previous livestreams are also available for viewing at [Saks.com/SaksLive](https://www.saks.com/SaksLive).

Livestreams and shoppable content are increasingly important for luxury brands and retailers.

Live commerce has proven successful in China and other parts of Asia, and is rapidly spreading to Western markets, indicating it could hold enormous potential for brands and ecommerce platforms.

The channel combines instant purchasing of a featured product and audience participation through a chat function or reaction buttons. According to a recent [whitepaper](#) from McKinsey, sales originating from live commerce could account for 10 to 20 percent of all ecommerce by 2026 ([see story](#)).

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