

RETAIL

Saks enlists Michelle Obama for holiday kickoff event

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Michelle Obama at the Saks window unveiling and light show. Image credit: BFA for Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Saks Fifth Avenue has revealed its iconic holiday windows and light show with the help of a special guest.

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Former First Lady Michelle Obama attended the Saks holiday campaign launch at the retailer's New York flagship on Nov. 23. This holiday season, Saks will support the Girls Opportunity Alliance, a program founded by Ms. Obama as part of the Obama Foundation.

"The holiday season is an important time for Saks to connect with our customers in a meaningful way through unique and memorable experiences," said Marc Metrick, CEO of [Saks](#), in a statement.

"This year, we are proud to support the Girls Opportunity Alliance and to champion the program's mission to empower adolescent girls around the world through education," he said. "Our support of the Girls Opportunity Alliance is the perfect way to capture the joy of this time of year and we look forward to sharing this innovative, one-of-a-kind campaign with our customers across all Saks Fifth Avenue channels."

Season of giving

This year's holiday windows were inspired by what local children, including members of the Madison Square Boys & Girls Club, dream of doing with their loved ones this season. Responses such as carnivals, playing games and family getaways have been brought to life in the windows.

A window installation featuring the Girls Opportunity Alliance, located on the 49th Street side of the flagship, is on display through the end of December.



The 2021 holiday light show at Saks. Image credit: BFA for Saks Fifth Avenue

On Giving Tuesday, which falls on Nov. 30 this year, designer Phillip Lim will host a virtual event on Saks Live with Tiffany Drake, executive director of the Girls Opportunity Alliance. The conversation will spotlight how the organization empowers adolescent girls.

Saks will also highlight a multi-vendor collection in support of the Girls Opportunity Alliance across its digital channels. Through Jan. 1, 100 percent of the net proceeds of this collection will be donated to the Girls Opportunity Alliance up to \$160,000.

The contribution from the merchandise collection is in addition to a \$1 million donation to the Obama Foundation in support of the Girls Opportunity Alliance.

"In the spirit of holiday giving, Saks is making a generous donation that will help so many adolescent girls all over the world," Ms. Obama said in a statement.

"This contribution to the Girls Opportunity Alliance will help these girls to reach their full potential," she said. "That's especially important as the pandemic continues to threaten their education, which would set us all back in the years and decades ahead."

In addition to Ms. Obama's appearance, the festive kickoff event included a performance by the Young People's Chorus of New York City and was streamed on Saks Live.

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-gifting and festive fashion ([see story](#)).

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