

RETAIL

## Saks curates Emily in Paris'-inspired collection

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Lily Collins stars as Emily Cooper in the Netflix series. Image credit: Netflix/Saks

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By LUXURY DAILY NEWS SERVICE

U.S. department store chain Saks Fifth Avenue is celebrating the return of the Netflix comedy "Emily in Paris" with a curated collection.

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The Saks' "**Emily in Paris Curated Collection**" is now available online, coinciding with the show's season two premiere. The colorful selection includes pieces from a wide range of established and emerging French and European fashion labels.

French style

Actor and Cartier ambassador Lily Collins stars in the title role of "Emily in Paris," which follows the exploits of an American who moves to Paris to work at a luxury marketing firm. The show was created by Darren Star, whose television career includes launching the seminal HBO series "Sex and the City."

Ms. Collins' Emily Cooper can be seen as a style successor to Carrie Bradshaw from "Sex and the City," turning heads with her bright, unexpected and over-the-top outfits.

The Saks' selection leans into this aesthetic, with oversized sunglasses, printed silk pajamas, bold beanies and a houndstooth jacket. Other pieces recall Emily's weekend getaway to Saint-Tropez in the South of France.



*A Barrie houndstooth jacket and Zeus + Dione sunglasses from the Saks selection. Images courtesy of Saks*

Labels featured in the collection include AZ Factory, Roberto Coin, Barrie, My Beachy Side, EYEM by Illeana Makri and Zeus + Dione.

During the first season of "Emily in Paris," Italian lingerie label La Perla played a small but pivotal role in a storyline about work and romantic relationships. It was an authentic fit for the luxury label, which is essential for product placement to be effective ([see story](#)).

Season two of "Emily in Paris" is now streaming on Netflix. Luxury brands name-dropped in the new episodes include Rimowa, Chopard and Dior.

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