

APPAREL AND ACCESSORIES

## Saks launches Game Day Capsules with help from NFL star

January 11, 2022



*Saks is celebrating the launch of Game Day Capsules with a digital campaign. Image courtesy of Saks*

By LUXURY DAILY NEWS SERVICE

Ecommerce platform Saks is offering the ultimate ode to the Super Bowl in its launch of new Game Day Capsules.

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

In celebrating the ever-growing intersection between fashion and sports, Saks is teaming up with 28 brands for the capsules, offering an extensive range of merchandise with a focus on menswear. Saks is also celebrating the launch with a digital campaign starring NFL wide receiver, Jerry Jeudy.

"This year, Saks is the ultimate destination for Game Day fashion with an outstanding lineup of exclusives for our men's, women's and kids customers," said Tracy Margolies, chief merchandising officer at [Saks](#), in a statement.

"We are at a moment where the intersection of fashion and sports is stronger than ever before, and we are excited to style our clients for the biggest day in sports with an unparalleled merchandise assortment they can't find anywhere else."

Gameday chic

Saks' Game Day Capsules will feature brands including Balmain, Christian Louboutin and Dolce & Gabbana. The lineup offers more than 275 exclusive products including men's ready-to-wear, shoes, women's and kids merchandise and accessories.

The sporty collection features products ranging from \$57 to \$2,395 and are available for purchase on [Saks.com](#) and in select Saks Fifth Avenue stores. Honoring the location of the upcoming Super Bowl, which will be played next month at SoFi Stadium in Inglewood, California, the selection is set to represent a "Los Angeles-vibe."



*Balmain is one of the several brands featured in the Game Day Capsules from Saks. Image courtesy of Saks*

Saks will be showcasing the collection on digital channels through Feb. 13, including shoppable content with Mr. Jeudy. Saks is also collaborating with Complex in producing two stories promoting the capsules and sharing fan favorites from Saks buyers.

The fashion and athletic worlds continue to joyfully collide.

Italian fashion label Fendi is anticipating the 2022 Beijing Winter Olympics with a sporty capsule collection.

The skiwear-inspired capsule is now available on Fendi's Chinese ecommerce site and select boutiques worldwide. To promote the new offerings, the brand tapped longtime ambassador, Hong Kong-born recording artist Jackson Wang ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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