

RETAIL

Saks enlists Hollywood superhero for spring campaign

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Lupita Nyong'o wears Versace for Saks. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Luxury retailer Saks is counting down to spring with a digital-first campaign starring Academy Award-winning actress Lupita Nyong'o.

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Ms. Nyong'o appears in a multichannel effort including interviews, videos and social content across Saks-owned channels and partner platforms. The spring campaign emphasizes the fun in fashion with bright color palettes and a sunny disposition.

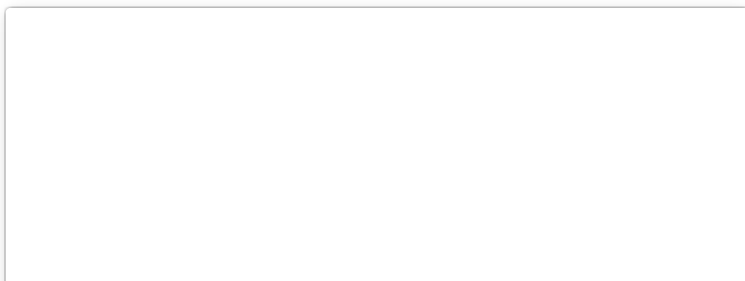
"Saks resides at the crossroads of fashion and technology," said Emily Essner, chief marketing officer at [Saks](#), in a statement.

"We're thrilled to share compelling content and meaningful stories from the digital spring campaign with our customers," she said. "We know our unique take on fashion's top trends as told through vivid storytelling and stunning visuals of our campaign star, strongly resonates with the Saks audience."

Star power

Ms. Nyong'o who stars in the upcoming *Black Panther: Wakanda Forever* and is the executive producer of Africa's first superhero television series for children, "Super Sema" spoke with Saks about her career highlights and favorite red-carpet styles. The interview is available on the @Saks Instagram page as well as [Saks.com's The Edit](#).

She also appears in a spread in the March 2022 issue of *Vogue* as well as custom content for [HarpersBazaar.com](#).



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A post shared by Saks Fifth Avenue (@saks)

Lupita Nyong'o talks to Saks about her stylish moments

For the campaign, the actress was styled by Micaela Erlanger and photographed by Joshua Kissi. Her ensembles include pieces from Versace, Brandon Maxwell, Mnot and LaQuan Smith.

Saks has increasingly tapped prominent celebrities for campaigns and ad placements as the retailer continues to evolve as an ecommerce destination.

The retailer's fall campaign starred Golden Globe and Emmy Award-winning actress Sarah Paulson and Oscar-nominated writer and comedian Kumail Nanjiani. The effort celebrated the rejuvenating power of fashion and aims to inspire customers to embrace the beauty within everyday moments ([see story](#)).

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