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Saks becomes latest luxury retailer to join TikTok

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Saks is the latest luxury retailer to join TikTok. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Luxury retailer Saks is taking its talents to short-form video sharing platform TikTok.

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With its new account, [@saks](#), the platform is aiming to curate and boost a collection of diverse creators, voices and industry insiders to extend an intimate invitation into the world of luxury fashion. With the launch, Saks is collaborating with several content creators including Larsen Thompson, Everett Williams, Chanel McKinsie and Maddie White while launching its first content series on the platform.

"TikTok continues to have a significant impact on the fashion industry, and we are excited to join this creative community and connect with our customers in a new and compelling way," said Emily Essner, chief marketing officer at Saks, in a statement.

Luxury on TikTok

Saks' first content series on TikTok consists of launch videos following the aforementioned influencers in a shoe flip transition challenge. In the videos, the content creators are highlighting loungewear, shoes and additional apparel and accessories that is all available for purchase at Saks.

This is the latest digital push for Saks, which recently launched its spring 2022 campaign and Saks Stylist, a personal stylist and shopping service that is available on [saks.com](#) and the mobile app ([see story](#)).



Content creator Larsen Thompson joins in on a challenge in a video on Saks' TikTok. Image courtesy of Saks

"As we continue to innovate and elevate our experience as the leading luxury ecommerce destination, we are excited to introduce another touchpoint for our customers to discover on-demand style inspiration from Saks," Ms. Essner said.

Saks joins other luxury retailers in thriving on TikTok, including Neiman Marcus and Nordstrom.

More and more brands retailers continue flocking to the platform as its appeal is difficult to ignore.

From #TikTokMadeMeBuyIt to dance challenges, there are ample opportunities for brands to engage with consumers through the short-form video platform. According to a new report from TikTok, brands such as Gucci and Ralph Lauren found success on the platform in 2021 through partnerships or leveraging user-generated content ([see story](#)).