

RETAIL

Saks honors visionary women for International Women's Day

March 8, 2022



Amanda Nguyen, founder of RISE. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Luxury retailer Saks is celebrating International Women's Day and Women's History Month with a multichannel campaign spotlighting inspiring women.

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The campaign spans digital content on Saks.com and social channels, in-person and virtual events and window displays at the New York flagship. This year's theme is #BreaktheBias, as Saks highlights leading women in the fashion industry and beyond.

"Saks is dedicated to elevating diverse voices in the fashion world and in the culture at large," said Emily Essner, chief marketing officer at **Saks**, in a statement.

"We're proud to showcase designers and leaders who are making a difference in the world and giving back to their communities," she said. "We look forward to using our platform to continue championing these efforts in years to come."

Visionary women

As part of its efforts, Saks is awarding its second annual Visionary Voice Award to three recipients, each of whom will receive \$10,000 for a charity of their choice.

The winners are Amanda Nguyen, founder of the organization RISE, which advocates for the rights of sexual violence survivors worldwide; Mira Mariah, a queer artist and founder of Girl Knew York; and Isis King, a trans model.

Ms. Nguyen is donating her award to her RISE organization, while Ms. Mariah is donating to RespectAbility, a diverse, disability-led nonprofit, and Ms. King is supporting the Unique Woman's Coalition, which centers the narratives and needs of Black trans culture.



Isis King (left) and Mira Mariah (right). Images courtesy of Saks

Each winner will also participate in her own Saks Live event.

On International Women's Day March 8, Miss King will discuss her experiences as a trans woman in fashion.

On March 10, Ms. Nguyen will be joined by astronaut Sirisha Bandla to celebrate Women's History Month. The former is also an astronaut-in-training herself.

Finally, on March 15, Ms. Mariah will be joined by French-American model Christina Caradona to discuss how women can empower each other.

[View this post on Instagram](#)

A post shared by Saks Fifth Avenue (@saks)

The three winning women appeared in a video together

Saks' editorial hub, [The Edit](#), is also featuring more content about the Visionary Voice Award winners. Other stories share how notable designers, including Stella McCartney and Meryll Rogge, uplift women through their work.

Last month, Saks celebrated Black History Month with a partnership with the Black Emotional and Mental Health Collective (BEAM).

Together, Saks and BEAM highlighted the positive effect of community on mental health and healing with digital content, programming and virtual events. Saks Foundation also a donation to the organization ([see story](#)).

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