

RETAIL

Saks promotes mental wellbeing with month-long campaign

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Dr. Mariel Buque will be releasing custom content published across Saks' digital platforms throughout the month of May. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Ecommerce platform Saks is commemorating Mental Health Awareness Month with a far-reaching campaign and fundraising efforts.

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The campaign will highlight the importance of positive mental health practices and will feature positive affirmation decals, exclusive digital content, a partnership with a mental health influencer and more. The Saks Fifth Avenue Foundation has also launched an open grant application for nonprofit organizations seeking funding for mental health programs.

"Millions of people in the U.S. are affected by mental illness each year, yet the need for mental health resources and the stigma tied to seeking help remains," said Marc Metrick, CEO of **Saks** and Saks Fifth Avenue Foundation board member, in a statement.

"This Mental Health Awareness Month, Saks is giving our customers the opportunity to engage with the Saks Fifth Avenue Foundation's mission to make mental health a priority in every community," he said. "With this campaign, we are proud to spotlight the importance of mental health and raise crucial funds for our nonprofit partners to help support the emotional and mental wellbeing of the communities they serve."

For the community

The multichannel campaign spans digital events, window displays and even special decals.

Saks' positive affirmation decals display three mental health tips: Start Anywhere; Kindness Matters; and Trust Yourself. Consumers can purchase the set of positive affirmation decals, which are easily attachable to mirrors or windows, as a reminder to support their mental wellbeing.

One hundred percent of the proceeds from each \$5 decal set will benefit the Saks Fifth Avenue Foundation, which is supporting nonprofits working to increase mental health awareness and education.



The positive affirmation decals will be on display and are available for purchase. Image courtesy of Saks

A special window installation portraying the three affirmations will be on display at the Saks New York flagship location from May 3-18.

The Saks Fifth Avenue Foundation is also aiming to support local organizations providing direct access to mental health care in their communities through their open grant application process this month. Qualifying nonprofits can apply at saksfifthavenuefoundation.org.

The platform is partnering with holistic psychologist and intergenerational trauma expert Dr. Mariel Buque who will be releasing custom content published across Saks' digital platforms throughout the month of May. This will include interviews, videos and an exclusive feature in The Edit.

On May 4, Dr. Buque will host a virtual event on Saks' digital events platform, Saks Live, where she will discuss the importance of prioritizing self-care and positive mental health practices.

Saks will also be supporting its employees throughout the month of May, offering special events and experiences including a "Managing Stress at Work" panel discussion. A team of Saks employees will also attend the NAMIWalks Your Way NYC on May 22.

Saks has continuously proved its commitment to fostering mental wellbeing.

In February, Saks kicked off 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. Saks Foundation also made a donation to the organization in conjunction with a month of digital content, programming and virtual events ([see story](#)).

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