

RETAIL

Saks announces support, several activations for AAPI Heritage Month

May 10, 2022



Saks recently hosted a Kitchen Table Talk with Jiyoon Chung, Ivy Li and Sandra Park. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Ecommerce platform Saks has launched a campaign in honor of Asian American and Pacific Islander (AAPI) Heritage Month.

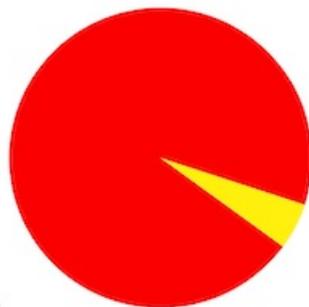
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This year's efforts include a month-long calendar of digital content, digital content, programming, and virtual and in-person events focused on representation and identifying ways to support the AAPI community. The Saks Foundation also plans to make a \$60,000 donation to Apex for Youth, a nonprofit organization that works to provide opportunities to underserved Asian and immigrant youth from low-income backgrounds in New York.

Reaching out

Saks has several meaningful events and activations planned for the month. In addition to the Saks Foundation's donation to Apex for Youth, Saks also supported Apex for Youth's gala on May 4 with a \$30,000 donation.

95%



OF APEX STUDENTS
ATTEND COLLEGE

The Saks Foundation announced a \$60,000 donation to Apex for Youth, where 95 percent of students reached attend college. Image credit: Apex for Youth

Through May 15, consumers can enter code APEX30 on Saks.com for 10 percent of the sale to be donated to Apex

for Youth.

Saks also hosted a Kitchen Table Talk with Jiyeon Chung, director of Apex, Ivy Li, associate director of mental health at Apex and Sandra Park, head of the Saks AAPI employee resource group and vice president divisional merchandise manager of men's luxury collections at Saks. The trio discussed cultural conversations topic including family and challenges within the AAPI community.

The conversation is now live on The Edit, Saks' editorial hub for fashion news and style insights.

Saks plans on highlighting merchandise from AAPI designers including Issey Miyake, Jason Wu, Anita Ko, 3.1 Phillip Lim and more on saks.com.

Planned events also include a virtual event on May 10 featuring journalist and executive producer Lisa and designer Prabal Gurung on Saks Live, the company's virtual events platform, where they will be discussing issues within the AAPI community.

On May 13, Amanda Nguyen, founder of RISE and Time Woman of the Year, will host a private dinner at L'Avenue at Saks to honor and celebrate women in the AAPI community.

This is yet another push from Saks in supporting different communities.

Earlier this month, Saks commemorated Mental Health Awareness Month with a far-reaching campaign and fundraising efforts.

The campaign highlights 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 ([see story](#)).

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