

RETAIL

Saks celebrates LGBTQ+ creatives in multichannel Pride effort

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Performer Adore Delano for the "Show Your Pride" campaign. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Luxury omnichannel retailer Saks Fifth Avenue is continuing its partnership with the Stonewall Inn Gives Back Initiative as part of its annual Pride campaign.

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"Show Your Pride" spotlights notable figures in the LGBTQ+ community in honor of Pride Month this June. Saks is also partnering with the [Stonewall Inn Gives Back Initiative \(SIGBI\)](#) for the fourth consecutive year and supporting the LGBTQ+ with a donation of \$245,000.

"At Saks, we understand the importance of allyship and are honored to stand with our LGBTQ+ employees, customers and partners," said Marc Metrick, CEO of [Saks](#), in a statement.

"We're committed to advocating for equal rights for all members of the LGBTQ+ community, which is why we've chosen to continue supporting SIGBI's impactful work," he said. "The LGBTQ+ community plays an integral role in fashion, and we're proud to lend our platform to amplify awareness of the community's contributions across our industry.

"Even more so, we believe it's important to lend our voice in the ongoing fight for LGBTQ+ rights."

Saks x Stonewall

Saks' Pride campaign spans digital content, in-person activations, virtual events and a window installation at the New York flagship.

Throughout the month, the retailer's social media, ecommerce site and editorial hub [The Edit](#) will feature singer and drag performer Adore Delano, designer Christian Cowan, actress Dominique Jackson and comedians Jes Tom and Sam Jay.



[View this post on Instagram](#)

A post shared by Saks Fifth Avenue (@saks)

Saks and LGBTQ+ luminaries reflect on the Stonewall Uprising

Ms. Jackson is also featured in an Instagram Reels video, while influencer Emira D'Spain is hosting a "Get Ready With Me" video on the Saks TikTok channel. Both will be wearing looks from Saks.com.

Ms. Delano, Ms. Jay and Ms. Jackson are also each hosting Saks Live events in June.

Additionally, the Saks Fifth Avenue flagship windows will feature a deconstructed Pride flag. On display from June 2 to June 16, the ribbon structure will flow through the six center windows.



Comedian Sam Jay for the "Show Your Pride" campaign. Image courtesy of Saks

On June 8, the retailer is also hosting a private Pride dinner with SIGBI at Le Chalet at L'Avenue at Saks with a special performance by comedian Joel Kim Booster.

Finally, Saks is supporting SIGBI's Safe Spaces program for the fourth consecutive year ([see story](#)). The program identifies and certifies safe spaces that offer freedom for love and self-expression for LGBTQ+ communities across the U.S.

"It's so important for iconic brands like Saks to take a stand given that the rights of the LGBTQ+ community are at stake," said Stacy Lentz, cofounder/CEO of SIGBI, in a statement.

"The generous donation from Saks, and their continued alliance, helps further awareness of our mission to protect the rights of the LGBTQ+ community," she said. "We couldn't be more proud to work together again and thank them for their partnership."

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