

RETAIL

Saks Fifth Avenue courts star Chle Bailey for fall campaign

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Singer, songwriter, producer and actress Chle Bailey carries the luxury department store chain's latest marketing effort for fall 2022. Image courtesy of Saks Fifth Avenue

By AMIRAH KEATON

U.S. retailer Saks Fifth Avenue is looking forward to fall, attempting to garner excitement for the season amongst fans old and new with its latest campaign.

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Singer, songwriter, producer and actress Chle Bailey carries the luxury department store chain's latest marketing effort for fall 2022. In opting for virtual mediums and a Next-Gen lead, the value of Saks' digital-first approach and desired audiences are made crystal clear.

"As a department store, Saks is focused on the luxury customer within a multi-generational scope," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"It's just as important for them to attract and retain older customers while also getting fresh and younger faces that can bring in additional demographics," Ms. Smith said. "Even classic brands want to make sure that they have various age groups demographically so that they can continue to embrace new concepts."

"By telling your story through others, the primary lens of the brand can still be communicated through the eyes of those that are partnering with the brand."

Ms. Smith is not affiliated with Saks Fifth Avenue, but agreed to comment as an industry expert.

Saks x Starpower

With its fall 2022 campaign, Saks aims to position itself as a fall fashion authority while championing self-expression.

The joint effort to meet a younger target audience where they already are appears intentional, with Saks' decision to tap Ms. Bailey for a fun, emoji-filled campaign film. The star reviews recent runway shows in a short campaign clip.

"It's your girl Chle Bailey. I am here to review all of the top looks at Saks this fall, only using emojis," says the star.



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A post shared by Saks Fifth Avenue (@saks)

"Chloe Bailey is known for her show-stopping style on the red carpets, is someone who continues to add to the style conversation and is a great performer," Ms. Smith said.

"These are definitely aspects that lend to her being involved in their fall campaign."

Ms. Bailey proceeds to associate looks from heavyweight brands like Balenciaga, Burberry and Balmain and highlights emerging labels such as Mnot and Laquan Smith, associating all with their appropriate adjacent mobile graphic.

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A post shared by Chloe (@chloe Bailey)

The brand has also gone live with visually engaging story content with its campaign star at its center.

"People can definitely expect evolution from me in the coming years," muses Ms. Bailey relatably, in one frame. "As I get older I'm learning to let the confidence in myself speak for me," she says in another.

The selection of Ms. Bailey specifically, as well as the promotion of multi-channel, multi-format digital assets, suggests a recognition of the necessity of reinvention from the heritage store, born in Washington, D.C. more than 150 years ago. Saks is America's fourth oldest department entity, following Lord & Taylor, Macy's and Bloomingdale's.

"The target audience [for this campaign] is definitely a younger one," Ms. Smith said.

As part of the campaign, Ms. Bailey will also co-host an exclusive event with Saks CEO Marc Metrick, kicking off New York Fashion Week with the event. Attendees can count a dedicated performance from the songstress among the list of perks to look forward to, as part of said soiree.

With the release, the retailer outlines its stake in key fall styles which, according to Saks, includes leather separates, slip dresses, tall boots, platform footwear and crescent bags. Selects from each category will be listed as part of Saks' "It List", which highlights the season's biggest styles and trends for its customers each season.

These key items are also on display throughout campaign assets which, in terms of distribution, are being rolled out across their owned channels imagery, interviews and video will go live on Saks' socials, in dedicated brand emails, and via the brand's online editorial hub, "The Edit."

Instead of relying solely on glossy editorial inserts and more traditional advertising routes, Saks is flooding feeds with its fall 2022 creative, signaling the prioritization of digital platforms.

"We're living in a time where as much as the traditional approach to business is still being done, you have to diversify your efforts and think about your digital strategy as well," Ms. Smith said.

"It makes you think about how you will activate your message when having access to a talent who will partner with you," she said. "By utilizing traditional, digital and in-person means, the brand also shows that they are willing to grow, take risks and present various faces to target specific groups," Ms. Smith said.

Expressions for fall

With the upcoming season approaching and transitional dressing in view, campaigns centering on self-expression are all the rage from luxury department store players.

U.S. retailer Neiman Marcus pushed the phrase "Live Your Luxury," for fall 2022, championing expression in a move that signals a next step in the luxury conglomerate's overall evolution ([see story](#)).

For its "Fall Fashion" campaign video, department store standout Nordstrom spotlighted everything from cardigans and denim to workwear and shoes ([see story](#)).

"The fall is a major season to talk about new drops and to begin a race that starts with this season and continues to build as we go towards the holiday and the beginning of the year," Ms. Smith said.

"[Its] digital moments can feel more authentic and marks a moment in time," she said. "This campaign, in particular, has pop culture moments that Gen Z knows [not because of] some of the pieces mentioned, but because it was worn by a person who was adjacent to known celebrities who at the time was in a number of paparazzi images."

"[The campaign's digital strategy] shows a level of relevancy [in] the designers [featured], and also for Saks, who has these products available for purchase."