

RETAIL

Saks launches second annual Emerging Designers Program

September 21, 2022



"New Wave" window installation at Saks Fifth Avenue flagship. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is emphasizing BIPOC voices amid the second iteration of "The New Wave", its emerging designer accelerator program.

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Presented by Mastercard, this year's lineup includes eight new-to-Saks labels. Now through Oct. 11, Saks is supporting its fresh set of creative collaborators with a special window installation at its New York flagship location, in addition to lifting designs as part of a comprehensive digital marketing campaign.

"We are excited to continue using our platform to uplift emerging brands and support BIPOC designers," said Tracy Margolies, chief merchandising officer at Saks.

"This incredible program provides a unique opportunity for up-and-coming designers to accelerate their growth at Saks and across the fashion industry," she said. "At the same time, it furthers our commitment to increasing representation in our assortment and delivering fresh, compelling fashion to our customers."

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Saks' 2022 Program Overview is led by an impressive group of visionaries.