

RETAIL

Saks, Sir Elton John launch partnership to support entertainer's AIDS foundation

November 23, 2022



At the Saks Holiday Show, Sir Elton John performed "Your Song" in celebration of the integrated partnership between Saks and the Elton John AIDS Foundation. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Saks debuted its 2022 holiday campaign with a musical performance by British icon Sir Elton John.

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The celebration, which included a light show, took place at the retailer's Fifth Avenue flagship location in midtown Manhattan. The night also marked the beginning of a partnership between Saks and the Elton John AIDS Foundation's Rocket Fund.

"Saks is proud to support the Elton John AIDS Foundation and partner with Sir Elton John," said Marc Metrick, CEO of Saks, in a statement.

"We're pleased to work with this incredible organization to provide our customers with an opportunity to give back this holiday season and look forward to sharing this meaningful campaign across the total Saks Fifth Avenue experience," he said.



Sir Elton John and Saks CEO Marc Metrick at the Saks Holiday Show. Image credit: Saks

Building brick

The Elton John AIDS Foundation has long worked to support efforts towards HIV prevention, education and care.

A large portion of its funding is raised through special events, most famously its Academy Award Party held annually in Hollywood.

This year marks the 30th anniversary of the foundation's founding in the U.S.

The Saks partnership includes a \$1 million donation from retailer, half of which comprises proceeds from its commemorative merchandise collection.

Sixty of fashion's biggest players, including Gucci, the official costumer for Mr. John's current and final tour, "Farewell Yellow Brick Road," have contributed some of their most dynamic items to the collection.

Highlights include a multicolored Gucci track suit, a gold embroidered mini-dress from Balmain, a collection of Assouline cigars, and an apropos pair of rocket-shaped Christmas tree ornaments by potter Jonathan Adler.

Many items are featured in the holiday window display, unveiled at the Fifth Avenue location as part of the celebration. The window display will be on view through Jan. 3.