

RETAIL

## Saks, Emma Roberts tap into trends for spring editorial showcase

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*Saks is supporting the many faces of Emma Roberts' life, highlighting her eclectic fashion sense. Image credit: Saks*

By EMILY IRIS DEGN

American department store **Saks** is highlighting the relatability of American actor Emma Roberts in the brand's spring campaign.

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In the age of social media, individuals are urged to pick a niche in life in order to get ahead whether that means gaining online followers or achieving a dream career. Despite this, Ms. Roberts remains eclectic, and Saks is grounding the new collection in this authenticity.

### Eclectic nature

Featuring Ms. Roberts' many interests, the campaign from Saks showcases her eclectic wardrobe and fashion taste.

Ms. Roberts refuses to put her style in a box, speaking to the multifaceted nature of her lifestyle and passions. Saks' support of that comes through in the campaign video, as the brand offers a peak into the actor's favorite clothing pieces and looks.

### *Emma Roberts On the Go To Pieces She's Wearing All the Time*

"As the leading voice in luxury fashion, Saks is committed to inspiring our customers through unique and compelling content," said Emily Essner, chief marketing officer of Saks, in a statement.

"This season, we are thrilled to bring the best of spring fashion to life on our digital platform and beyond through our campaign featuring the incredibly talented and multifaceted Emma Roberts," Ms. Essner said. "Emma shares Saks' relatable approach to luxury fashion and we know her fresh perspective on everyday dressing will resonate with our customers."

This relatability sits at the heart of the campaign, as the actor is asked about her many activities, showcasing a more holistic image than those often found in streamlined campaigns and social media accounts.

Ms. Roberts details her favorite outfits that she wears the most from Saks. Going over the most common pastimes and commitments in her life, the campaign offers fans and consumers a more personal look at the life of a

celebrity.

The actor cites the importance of comfort on multiple occasions, praising the functionality of cargo jeans and flats. Being a mother to a young child, she speaks to the active lifestyle that comes with running after him a feat relatable to many viewers who are in the midst of parenthood.



*Ms. Roberts takes viewers through her favorite Saks pieces, showing her love for diverse wares. Image credit: Saks*

She also mentions her love of functional Prada sandals and a variety of tote sizes, the latter serving to carry her kid's essentials. Just as so many other parents stuff their bags with snacks and toys for their children while out, Ms. Roberts incorporates her identity as a mother into her wardrobe and practical attire.

Speaking to her role as a producer, she stresses the importance of breathable clothing, stating that the uncomfortable that she sometimes has to wear as an actor is not what she would choose to wear while behind the camera.

A true woman of many hats, Ms. Roberts continues to praise clothing that feels natural and can be worn in a variety of ways. As someone with a higher net worth than most viewers, this commentary adds grounding to the snapshot of the actor's life, showing that while she could buy an endless closet, she chooses consciously not to.

Ms. Roberts also highlights her love of layering, the versatility of button-down shirts and playful pieces.

Without labeling her aesthetic or fashion taste, Saks presents a refreshingly candid picture of what affluent women's lives can visually look like via their clothing choices.

New fashioned

Showing whole-hearted pictures of living is not common in luxury advertising, as streamlined messaging tends to be the go-to.

Saks however is breaking that idea down, appealing to younger audiences who seek out more authentic tones and look for themselves in advertising. Gen Z especially has a grip on the market, and brands are working to communicate in the individuality-focused language of the demographic ([see story](#)).



*Ms. Roberts is candid in the campaign, stating that comfort and functionality is at the heart of her varied tastes. Image credit: Saks*

As the younger consumer base rises in affluence, brands are beginning to address a more diverse look at the human experience. This includes representation, as well as expanding into other markets such as Dior's move to embrace literature in a recent campaign ([see story](#)).

Ms. Roberts is part of the movement towards more human marketing, being vulnerable in her ability to embrace all of the sides to her life. She, like everyone, is not just one thing, and neither is her style.

Saks is showing support for this multifaceted identity, allowing the faces of the brand to be whole.

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