

RETAIL

## Saks welcomes Nina Ricci creative director's debut line

August 24, 2023



*The stockist is now introducing 27-year-old designer Harris Reed's debut collection for Nina Ricci to shoppers nationwide. Image courtesy of Saks*

---

By LUXURY DAILY NEWS SERVICE

French fashion house Nina Ricci has a new home at U.S. retailer [Saks](#).

The stockist is now introducing 27-year-old designer Harris Reed's debut collection for Nina Ricci to shoppers nationwide. To celebrate, the creative director will join the department store chain's digital events platform, [Saks Live](#), for an exclusive broadcast on Aug. 24 at 4 p.m. ET.

"As a queer kid growing up in Arizona, French fashion was my escape," said Mr. Reed, in a statement.

"Nina Ricci felt like my idealization of Paris: it had a dreamlike romanticism, with a deep respect for femininity, but it ultimately felt light-hearted and accessible to every kind of woman," he said. "For my inaugural collection for Nina Ricci, I wanted to nod to the Maison's extraordinary history and at the same time to reinterpret those feminine codes for a modern consumer in a poetic, humorous and fluid way.

"I'm so excited to usher in a daring new era at Nina Ricci that I hope will be more inclusive and exciting than ever before."

Welcome wears

The maison's larger-than-life 1980s and 1990s couture shows served as a source of inspiration for the romantic pre-fall 2023 collection.

In addition to the aforementioned interview Saks' senior vice president and fashion director Roopal Patel will guide Thursday's virtual session followers can also read about the Nina Ricci lead's vision in a dedicated article on [The Edit](#), the retailer's owned content hub.

Therein, Mr. Reed discusses a readiness to bring new levels of consciousness to the table through his work.



*Mr. Reed's debut ready-to-wear delivery spans outerwear, evening wear and sportswear. Image courtesy of Saks*

Playing with proportions and silhouettes in a style typical of the British-American designer, Mr. Reed's inaugural ready-to-wear delivery is not limited in scope, instead spanning categories such as outerwear, evening wear and sportswear.

Textiles and treatments involve micro-pleated tulle, faux fur, cheetah print, sequins, taffeta, polka dots and jewel tones. The versatile wardrobe provides a meeting point for femininity and youthfulness, complemented by oversized accessories and joyful colors.

Under Mr. Reed's influence, modern updates to vintage templates are committed to gender fluidity, as business suits, sharp lines and tailored looks fuse contemporary and archival perspectives.

The full collection is available at [Saks.com](https://www.saks.com).

"I like to dress individuals who want to have fun in clothes that have meaning and purpose," said Mr. Reed, in a statement.

His attitude could resonate well with modern Saks shoppers, who are reported to value mindful luxury more than ever before ([see story](#)).