

RETAIL

Saks debuts fall promotions, tailored online marketplace

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American model Amber Later stars in the push. Image courtesy of Saks

By ZACH JAMES

U.S. retailer Saks is gearing up for the next fashion season, evident in its latest drop.

The marketplace's fall campaign was released on Sept. 5 and features a diverse cast of talent, in accordance with the company's new way to shop the fashion industry's recent crazes through a wide range of tailored experiences. Called Curated Shops, the feature spotlights different types of looks by personality, trends and occasions, aiming to make an easier and more fun way to browse, buy and find inspiration for a consumer's next outfit.

New looks

Launched yesterday, the new push features a plethora of faces from various walks of life.

The imagery and videos include names such as American model Amber Later, cellist and composer Patrick Belaga, ballet dancer Calvin Royal III and Mexican model and activist Marsella Rea, among others.



The models can be seen striking poses throughout New York City. Image courtesy of Saks

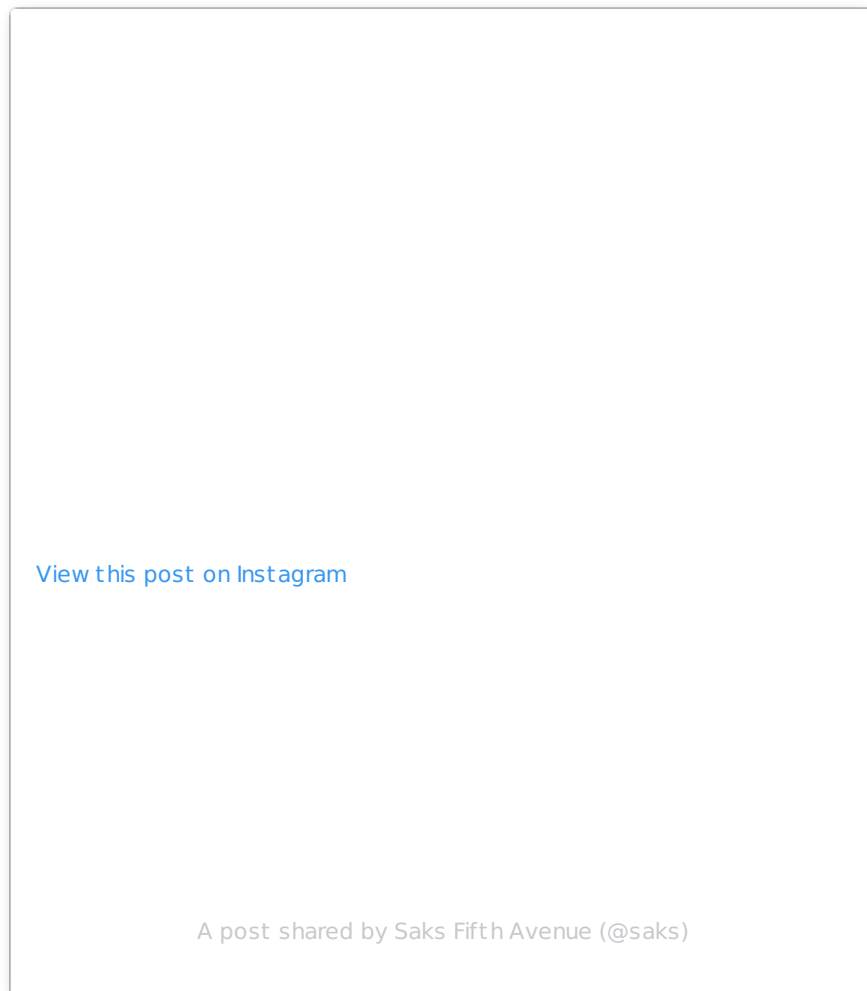
Shot by American photographer Matthew Sprout, the images showcase the stars throughout several neighborhoods, boroughs and establishments in New York City, including "Dimes Square," the Financial District, Hotel Chelsea and the SIXTY Soho luxury hotel. Once in the studio, specifically Pier59 Studios in Chelsea, Grecian photographer Erika

Long took over.

Among the brands featured are Spanish fashion label Loewe, Italian fashion house Gucci, U.S. luxury brand Tom Ford and Saks Fifth Avenue, as well as many others, all showing off their lines of apparel and accessories.

The spotlighted maisons can be seen in [Saks' Fall 2023 Fashion Book](#). Trends highlighted in the activation include: "Tailor-Made, Return of the Skirt, Absolute Red, Metallic Shine, Leather Ensembles, The Top Coat, The Elongated Bag, The Pump, High-Shaft Boots and The Bold Necklace."

As part of the overall initiative, Roopal Patel, Saks SVP and fashion director, hosted a livestream showcase of the season's trending looks on Sept. 5.



The retailer's fall campaign is centered on providing an outlet for self-expression and inspiration that can be found anytime and anywhere through its digital storefront, something pushed further by the launch of Curated Shops.

Digital moves

A more tailored experience is the goal of Curated Shops, which are available now on the Saks Fifth Avenue [website](#).

The regularly rotating selections are based on current trends, consumers' respective lifestyles and events throughout the fall season. "Understated Luxury" is an example of the first, with "Revenge Dressing" and "Back to School" live as shops for the following categories, respectively.

Each features designs and pieces by a multitude of designers and labels, allowing for a true expression of one's self through the predetermined samplings. As of now, eight separate Curated Shops are available to anyone who visits the retailer's digital storefront, including men's and women's apparel.

On top of this move into the digital-only side of the business, Saks is expanding its marketing strategy for its fall campaign into the world of podcasts. The company will advertise on a variety of popular programs in the pop culture category, including "Anything Goes with Emma Chamberlain," "Call Her Daddy" and "Scheanigans," among others.

LVMH-owned beauty retailer Sephora recently entered a similar arena, launching the Sephora Sounds, which seeks to uplift musicians from underrepresented groups ([see story](#)).

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A post shared by Saks Fifth Avenue (@saks)

With this greater progression into audio entertainment, the retailer is also partnering with a notable influencer ahead of New York Fashion Week. Collaborating with Christina Tinx' Najjar who boasts an audience of 1.5 million on TikTok and 500,000 followers on Instagram the content creator will showcase what life is like to attend NYFW with Saks and give a behind-the-scenes look at her preparation for the week's top shows.

Digital marketing has become more important for luxury labels as society moves into a future dominated by screens. As part of this greater adoption, U.S. fashion group Ralph Lauren recently launched a computer-generated concept store called "The 888 House," melding online shopping with the ideals of the Metaverse ([see story](#)).

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