

RETAIL

Saks partners with Singapore Tourism Board

March 12, 2024



The retailer's displays follow the "Vacations. Made in Singapore" theme. Image credit: Saks/Luis Guilln

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Saks** is partnering with the Singapore Tourism Board (STB).

Promoting travel to the island country, the Made in Singapore campaign platforms the experiences only possible within the Southeast Asian republic, from low-key favorites to tourist hotspots, through a new short film. For the launch of the marketing push, Saks is hosting a window display at its Fifth Avenue flagship, on view through March 13.

"We are delighted to unveil the 'Made in Singapore' campaign in the heart of New York City Times Square and Saks Fifth Avenue," said Rachel Loh, SVP of the Americas at the Singapore Tourism Board, in a statement.

"Collaborating with Saks to showcase Singapore's unique twist on the everyday reinforces our commitment to create more meaningful and unforgettable experiences," Ms. Loh said. "We look forward to sharing the essence of our vibrant, nature-filled, culturally rich destination with travelers seeking authentic experiences."

On display

Launched at the very end of February, the campaign is now activating across the globe.

A 3-D billboard in Times Square accompanies the window display at Saks. It will remain in the advertisement rotation until March 24.

Like the activation on Fifth Avenue, the billboard focuses on notable aspects of Singaporean culture, such as its cuisine.

The STB presents Made in Singapore

The window display follows the theme of "Vacations. Made in Singapore," with landmarks such as The Jewel at Changi Airport, Gardens by The Bay, Peranakan shophouses and Lau Pa Sat hawker center appearing alongside skyline imagery.

A QR code within the physical advertisement directs consumers to a [page](#) on Saks' website that serves as a dedicated travel guide for those interested in visiting the country.

Exclusive access to a giveaway from luxury travel group Remote Lands is also included on the luxury retailer's online home, offering a four-day, five-night luxury trip to Singapore until March 27, 2024.

Alongside activations in the U.S., the STB will soon have placements in China, India, Indonesia, the U.K. and Canada. The short film

will run across social media and on streaming services, such as Hulu.

Other tourism boards have also been active among the luxury audience this year, the Beverly Hills Conference and Visitors Bureau among them ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.