

RETAIL

Saks Social Club gets VIP boost

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Influential figures, including model Leyna Bloom and astronaut Amanda Nguyen, attend events and craft content as part of the company's program. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is expanding its invite-only brand ambassador program.

Connecting the luxury ecommerce platform and its customers to new communities, opportunities and charitable causes, new members include media personality Paris Hilton, model Chanel Iman and basketball player Shareef O'Neal. They join a diverse group of Saks Social Club representatives who front marketing campaigns, attend events and craft content for the brand's digital channels.

"We are thrilled to welcome new members to the luxury industry's leading brand ambassador network, the Saks Social Club," said Emily Essner, chief marketing officer at [Saks](#), in a statement.

"At Saks, we are committed to building meaningful relationships with the full continuum of luxury consumers," Ms. Essner said. "That's why we created Saks Social Club to cultivate a network of influential individuals who not only amplify the Saks lifestyle within their respective communities, but also serve as a source of inspiration to our customers across our platforms.

"We are excited to continue expanding this program and collaborating with our brand ambassadors in impactful ways as part of Saks' long-term marketing strategy."

To the stars

What was once a cohort of 35 influential women has evolved into a coed class whose members hail from the worlds of entertainment, fashion, business and art.

Established in 2020, Saks Social Club has more than doubled since its start, currently listing more than 80 brand ambassadors and introducing a men's segment last year ([see story](#)).

Participants' unique voices aid the network in distinct ways: behavioral scientist Deepika Chopra starred in the retailer's Mental Health Awareness Month campaign earlier this month.



Actress and comedian Chloe Fineman is one of many Saks Social Club members hailing from Hollywood. Image courtesy of Saks

In March, Casey Fremont, executive director of the Art Production Fund, partnered with the company to host her nonprofit's annual gala. The event raised more than \$850,000 in support of public installations.

Others involved in the company's program include astronaut and civil rights NGO founder Amanda Nguyen, actress and comedian Chloe Fineman, stylist Ashley Avignone and model Emily DiDonato.

New England Patriots defensive lineman Davon Godchaux, rapper and singer Future, actor Robert Schwartzman and model, singer, actor and transgender rights activist Laith Ashley are among its Saks Man inductees.

According to the retailer, most of affiliates are concentrated in two key fashion markets New York and Los Angeles though others reside in hubs such as Dallas ([see story](#)), Miami, Napa Valley, New Jersey and Washington, D.C.