

IN-STORE

Dior amplifies brand awareness with Saks window takeover

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By JEN KING

French label Christian Dior is taking over the windows of Saks Fifth Avenue's flagship store in Manhattan to display its wide range of products during New York Fashion Week.

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Dior is able to convey a sense of dominance among competitors by fully occupying the 17 display windows during New York Fashion Week Sept. 7-19. For retailers looking to increase foot traffic, staging brand invasions like this can generate new interest.

"Our window statements are an extremely important part of our Flagship store's DNA," said Kathleen Ruiz, SVP, Vendor & Store Marketing & Public Relations at [Saks Fifth Avenue](#), New York.

"We use them to tell a story – what brands we're inspired by, what trends we believe in and in this case we're showcasing the Dior fall/winter 2013 collection based on the show in Paris from earlier this year," Ms. Ruiz said. "These windows are unique in that they are an entire block of Fifth Avenue.

"Due to the volume of them and the impression they make, they're sure to peak the passerby's curiosity and have them come in looking for more – which they can find on the third floor."

Dior was unable to comment directly.

Window shopping

Dior is using the Saks's windows along Fifth Avenue to showcase its fall/winter 2013 ready-to-wear collection in a window display titled "Out of this World."

The brand displays a different set of products in each window.



Dior's window displays

Dior designed its windows to resemble a surreal world, inspired by painter René Magritte, featured at its spring fashion show in Paris.

Saks was likely chosen as the venue for Dior's display because of the retailer's reputation for having attractive window displays that draw attention from tourists and local shoppers.

The window displays all feature a warped grey wall with white trim molding and large silver chrome spheres.

Dior's window displays featuring ready-to-wear pieces appear to be floating in mid-air as there are no mannequins visible.



Ready-to-wear display

To celebrate the 60th anniversary of its Rouge Dior lipstick collection, the label designed a window specifically for the product. The window features the lipstick collection set inside a chrome sphere and a giant pair of red lips.



Rouge Dior lipstick display

The J'adore fragrance also has a dedicated window display. The fragrance window includes suspended bottles of J'adore as well as an oversized fragrance bottle in gold chrome.



J'adore fragrance display

Other Dior items featured in the Saks windows include Lady Dior, Dior Bar and Diorissimo handbags and Dior Homme ready-to-wear pieces designed by fashion designer Kris Van Assche.

By entirely taking over the display windows, Dior creates awareness for both its products and Saks.

The art of fashion

Art displays are likely to increase foot traffic in bricks-and-mortar boutiques by allowing for consumer engagement. Other brands have taken to producing creative displays to attract consumer attention.

For example, German label Hugo Boss is heralding the reopening of its BOSS flagship store in New York's Shops of Columbus Circle with a public video installation exhibit and a branded hashtag.

The new store opens Sept. 24 and to kick off the opening, the brand is hosting viewings of the video exhibition Sept. 24-30. Hugo Boss is likely to generate exposure and possible store foot traffic by creating a public art exhibit in a crowded area ([see story](#)).

Other brands have used museum exhibits to highlight both craftsmanship and history.

For instance, Swiss watchmaker Breguet appealed to watch enthusiasts through its participation in the "Precision and Splendor: Clocks and Watches at The Frick Collection," New York.

The three historic Breguet timepieces by Abraham-Louis Breguet and his son Antoine-Louis Breguet from the late eighteenth century were the most recent creations on display. Breguet also provided major funding for the exhibit, which likely strengthened its reputation in the watch industry ([see story](#)).

However, occupying window displays with art creations in a notable location will help Dior stand out from its competitors.

"Given the flagship's location right across the street from Rockefeller Center and down the street from St. Patrick's, Saks gets maximum visibility to passersby in the street," said Pam Danziger, president of [Unity Marketing](#), Stevens, PA.

"So the Dior windows are bound to attract attention, she said. "I am not sure how many people who see the windows are really likely to be drawn into the store to shop and buy.

"But visibility is key and this window display by Dior should draw attention."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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