

MULTICHANNEL

Saks enlists celebrity stylist to showcase contemporary collection

March 20, 2014



By SARAH JONES

Department store chain Saks Fifth Avenue is collaborating with fashion stylist Erin Walsh on a campaign for its contemporary lines that will run through March until May.

[Sign up now](#)

Luxury Daily

Beginning with a series of YouTube videos, the stylist will also be appearing at in-store events across the country at different Saks stores. Not only does this video help consumers by teaching them how to wear trendy items, but it also will help sales associates better serve customers.

"Every season the contemporary team puts together training videos for our associates to educate them on the trends of the season," said Denise Magid, senior vice president, general merchandise manager at **Saks**, New York. "For spring 2014 we wanted to bring a new energy to the videos and thought a stylist showing the associates how to pull the trends together and make them accessible to the customer would be a great new feature.

"We chose Erin because we loved her aesthetic," she said. "She has a cool, edgy sensibility but still very feminine which speaks to the Saks customer.

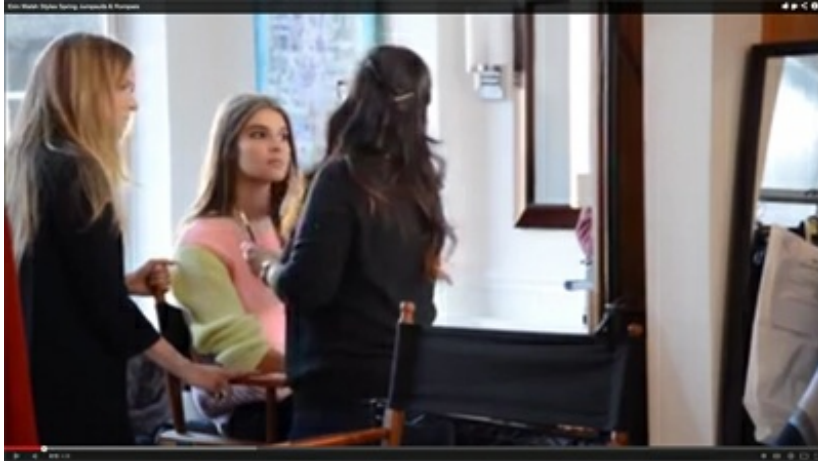
"She was amazing in her videos because she gave great styling tips down to the smallest detail, for example, how to pair the right shoe and bag, sunglasses with a look."

Styling tips

Ms. Walsh has worked with actresses Kerry Washington, Kristen Wiig, Maggie Gyllenhaal and Sarah Jessica Parker. She has also styled editorial photo shoots for magazines including international editions of Vogue, InStyle and Vanity Fair.

For Saks, Ms. Walsh filmed a number of short videos around five minutes in length that show consumers how to style a trend in a number of ways.

In the beginning of each video and in between looks consumers are given a taste of the environment during the preparation for filming, showing makeup being applied or a rack of labeled clothing.



Video still from Saks

The first video features rompers and jumpsuits and shows three looks, ranging from a daytime casual outfit to an eveningwear all-white look. Ms. Walsh details all of her choices of garment, down to the accessories, and talks about other ways individual items could be styled, showing the use value of the pieces.

In a crop tops and cropped trousers video, Ms. Walsh explains how the proportions in outfits she created work together, pairing a crop top with a voluminous skirt or a blazer to add polish. She also explains that she paired the cropped pants with heels to elevate the casual outfits to “street chic.”



Video still from Saks featuring Erin Walsh

Rounding out the four videos so far are styling tips for sport spring jackets and coordinated separates. The jacket video was the only one with a direct link posted to Facebook, and that received the most views.



Saks Fifth Avenue
March 17 · Edited

Swooning for the sporty spring jacket. #SaksStyle

Style it: <http://s5ave.nu/6183gkUT>

Shop it: <http://s5ave.nu/6185gkUV>



Facebook post from Saks

Upcoming videos will cover white on white and florals.

When consumers load the Shop Saks playlist on YouTube they are greeted by a link within the video player with the call to action to shop the coordinated look. A click-through takes them to a product page featuring contemporary brands including Diane von Furstenberg, Tory Burch and Carven.

On March 19, Ms. Walsh's in-store appearances kicked off with a styling session at the retailer's New York flagship. Following that the stylist will travel to Naples, FL on March 21, and she will appear at the Saks stores in Palm Desert, CA and Boston in April.

In-store experience online

Saks is emphasizing its ecommerce right now, and this campaign will help, creating online content that helps consumers decide what to purchase.

Department store chain Saks Fifth Avenue has announced that all orders placed online

will now be eligible for free shipping, regardless of the purchase total.

Saks had previously offered free standard shipping to its store credit cardholders when they made a purchase using the card. This extension of the offer to all consumers makes Saks more competitive among luxury retailers based in the United States, since most already offer a similar shipping option ([see story](#)).

Saks' beauty products have also been featured in tutorials to show how products can be used.

U.S. retailer Saks Fifth Avenue focused on the products offered by its beauty department with Vine videos that recreate an in-store tutorial in six-seconds.

Saks' #SaksIn6 is accessible across all of the retailer's social channel to ensure maximum exposure for the featured products. Although six seconds is a short time frame, consumers will likely appreciate that the video do not disrupt their day but still provide ample time to learn about a beauty product ([see story](#)).

The multichannel approach to this partnership allows for Saks to connect with consumers on a deeper level.

"In store we will have [Erin] working directly with our customers," Ms. Magid said. "It really is a way to show appreciation to our Saks customers that we love.

"How fabulous is it that they get to work with the woman who styles clients such as Kerry Washington?" she said. "It is also great for her to interface with our associates one-on-one so they can ask questions and learn new tricks that they can apply every day on the job.

"In contemporary it is all about items and trends. It was great for us to have an outsider come in and put a new spin on it. We always are looking to do new and exciting collaborations and keep things fresh and exciting for our contemporary customer."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.