

Saks Fifth Avenue Fortnight Festival

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## **Fortnight Festival**

Saks Fifth Avenue is preparing a “Fortnight Festival” in honor of three of the world’s greatest designers, with a promotion running throughout the store to cover all departments. The contemporary designers which will be showcased in Saks Fifth Avenue are Chanel, Dior, and Gucci. The first department will feature Chanel in conjunction with the brands Coach and Tory Burch. The second department will feature Dior in addition to the brands Armani Exchange and Donna Karan New York (DKNY). The third department will feature Gucci in conjunction with Calvin Klein and Ralph Lauren. Such retailer Saks Fifth Avenue is an amazing haven for luxury fashion. Coinciding with exciting styles, the retailer creates a rather unique shopping experience for the consumer, with various combinations of fashion (Saks Fifth Avenue About Us, n.d.). Comprehensively, the contemporary brands that will be featured in the “Fortnight Festival” are some of the most valuable luxury brands worldwide.

### **Department 1: Chanel, Coach and Tory Burch**

#### **Why is Chanel considered a “great”?**

Chanel is considered a “great” in the fashion industry. The Chanel brand is associated with Coco Chanel herself, showcasing her legacy and taste for simplistic, sophisticated, and fashionable fashion for women. The brand is also correlated with European craftsmanship and high quality fabrics/materials, through which the brand manufactures their merchandise by exquisite craftsmen, located in Paris and Italy. The infamous designer recrafted the way women dressed and felt in their apparel, accessories, and beyond. With such creations like the Little Black Dress, otherwise known as LBD, she introduced rather practical and functional fashion for women. (The Eye of Jewelry Editorial Team, 2019). Consequent to Coco Chanel’s passing in 1971, designer Karl Lagerfeld took Chanel's classic pieces and unfused the zeitgeist with the

“total look”- a concept that was created by Chanel herself (Karl Lagerfeld, n.d.). He designed the infamous Chanel monogram with the interlocking letters CC, representing the brand's creator Coco Chanel (Krause, 2019). Through Coco Chanel, followed by Karl Lagerfeld and Virginie Viard, the creative operations of Chanel's legacy continues to live on.










### **Chanel's Aesthetic in Relation to Retailer**

Chanel's aesthetic translates to the retailer Saks Fifth Avenue. In light of brand values, Chanel is associated with a sophisticated and simplistic look, targeting elegant women who are dependable and luxurious (Chanel-First Luxury Brand. Its Influence, 2020). Chanel's target consumer admires a luxury product of high quality, pays attention to detail, and prefers a less-is-more approach when it comes to fashion. Chanel's target consumer embodies a modern, upper class, fashion driven woman who displays her style with class. Her classy style, modern touch of femininity and masculinity is highly attracted by consumers. The brand exudes high standards in the fashion business with acclaimed prestige in the luxury market. As the legacy of the brand currently lays on Virginie Viard, she continues to provide the brand with simple and elegant designs as desired by the late Coco Chanel. Chanel has remained popular for years, having strong brand identity and personality that awards the brand a valuable spot in the realm of luxury, and a spot in the luxury retailer Saks Fifth Avenue (Alexander, 2021).

### **Images of Coco Chanel and Her Style**



**Stocked Department with Merchandise from Chanel, Coach and Tory Burch**

 <p>Chanel's Mini Flap Bag with Top Handle</p>	 <p>Chanel Evening Bag</p>	 <p>Chanel's Gabrielle Small Hobo Bag</p>
 <p>Coach Tabby Shoulder Bag 26 in Colorblock</p>	 <p>Coach Shoulder Bag With Tea Rose Knot</p>	 <p>Coach Tabby Top Handle 20</p>
 <p>Tory Burch Miller Basket Weave Shoulder Bag</p>	 <p>Tory Burch Fleming Small Convertible Shoulder Bag</p>	 <p>Tory Burch Miller Mini Bag</p>

## **Department 2: Dior, Coach, and Donna Karan New York (DKNY)**

### **Why is Dior considered a “great”?**

Dior is considered a “great” in the fashion industry. Christian Dior has been in the high realm of fashion for decades, attracting a royal and high wealth clientele. The designer's eccentricity was visualized through his ‘New Look’ of 1947, which was a revolutionary female form of dress showcasing cinched waists, large volume, and full busts. Appearing during his first fashion show during that year, the ‘New Look’ revived the couture industry in France and placed his name on the fashion map (Admin, 2017). Dior has been in the limelight of fashion due to his boldness and originality, never being afraid to experiment with line and shape (Townend, 2019). The luxurious brand has highly crafted products infused with exclusive fabrics globally sourced. Dior has broadened the spectrum from women's haute couture, to design fashion for men (Dior Homme), childrens fashion (Baby Dior), cosmetics (DiorSkin), skincare (J’ dore) (Admin, 2017). Christian Dior subsequent to Yves Saint Laurent, and John Galliano took on the creative director role to foretell the brands legacy. Ultimately, the Christian Dior House of Couture is accredited to having over 60 years of success (Heyl, 2016).

### **Diors Aesthetic in Relation to Retailer**

Diors aesthetic translates to the retailer Saks Fifth Avenue. In light of brand values, Dior is identified by catering to elegant and loyal women who like simplicity and a slight bit of sexiness in their apparel. Dior is well renowned in the fashion industry, synonymous with luxury, prestige, glamour, originality, and sophistication (Sylvainbougnoix, n.d.). Upon the introduction of Dior's ‘New Look’ in 1947, the couture house continued to provide structured, elegant, and feminine collections (Christian Dior, Haute Couture and Ready-toWear-Fashion and Leather Goods, n.d.). The brand's logo is presented in black and white color to recognize its design and

classy feel which is given. The aesthetics of the brand, synonymous with how it identifies itself, displays the brand's reputation among consumers. Throughout the years, Dior has developed an image of distinction and unique expertise (Sylvainbournoux, n.d.). As a luxury brand, Dior has a signature design which portrays personality and uniqueness, connecting to consumers who purchase the brand's products (SiennaPan, Zheng, and Pan, 2019). Throughout Christian Dior's career he presented a vision of beauty to women through elegant lines, with a name compatible with international luxury, making the brand a great fit for the retailer Saks Fifth Avenue (Christian Dior, Haute Couture and Ready-toWear-Fashion and Leather Goods, n.d.).