

RETAIL

Saks launches fall/winter 2024 exclusives from Loewe

September 5, 2024



New window installations at the Saks flagship on Fifth Avenue kick off a partnership with Loewe, live through Sep. 23, 2024. Image courtesy of Saks/John Daniel Powers

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. retailer Saks and Spanish fashion brand **Loewe** are collaborating takeover-style for the very first time.

Beginning today, the luxury label is introducing in-store activations that support a curated edit of items from creative director Jonathan Anderson's fall/winter 2024 collection. Available exclusively on Saks.com and at select Saks Fifth Avenue locations, including New York, Atlanta and Beverly Hills, the partnership lasts through Sept. 23, 2024.

"Jonathan Anderson is a visionary and a changemaker, and Saks has been mesmerized by his innovative and boundary-pushing approach from the start of his journey at Loewe," said Tracy Margolies, chief merchandising officer at **Saks**, in a statement.

"We are thrilled to mark an important milestone in our partnership with Jonathan and Loewe with this exclusive edit," Ms. Margolies said. "With this collaboration, we are delighted to celebrate Jonathan's unique voice and remarkable creativity, and we look forward to bringing our customers inspiring fashion and experiences they can't find anywhere else from one of the most iconic names in luxury."

Retail residency

The Loewe exclusives include ready-to-wear and accessories inspired by works of art.

Five new limited-edition takes on the Squeeze handbag, each featuring an ornate design composed of more than 20,000 handsewn beads, are also reaching Saks' sales channels.

Collection-centric digital content will be featured on Saks.com and across both brands' social media channels.

"It's exciting to be working on a collaboration that echoes the craft and innovation of the Loewe Fall/Winter 2024 collections that is centered on two great, but very distinct American artists, Richard Hawkins and Albert York, as well as historic English ceramics," said Mr. Anderson, in a statement.

"These collaborations are invigorating, encouraging us to look at what we do in new ways and reminding us to always be curious, and it's brilliant to be able to celebrate the moment with Saks."



Mr. Anderson's fall/winter 2024 Loewe presentation draws from floral imagery. Image courtesy of Saks

At the department store's flagship, Loewe has applied a garden theme to the retailer's famous window displays, showcasing the curated edit on Fifth Avenue. Inside, scaled-up vegetable sculptures complement the seasonal selection, stocked on Saks' main and third floors.

On Sept. 6 and 7, a branded juice bar will hit the eighth level of Saks Fifth Avenue's New York City hub from 1 p.m. to 5 p.m. According to a statement, Mr. Anderson and Ms. Margolies will additionally cohost a launch event this Saturday, Sept. 7.

Loewe's takeover of Saks coincides with the start of New York Fashion Week, which currently has other luxury names in the city launching pop-ups ([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.