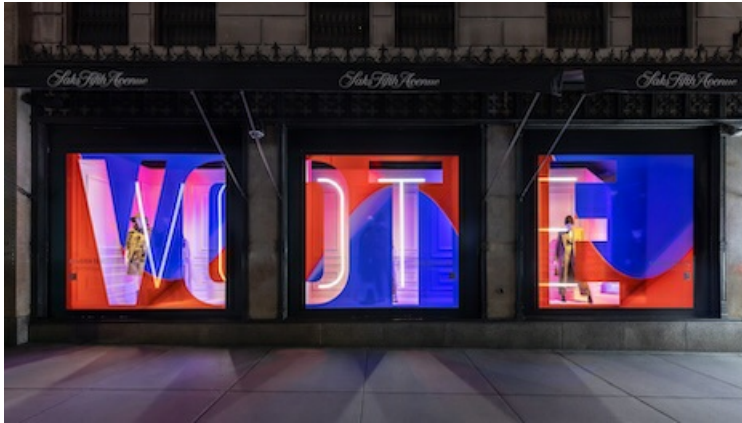


RETAIL

Saks, Vote.org inspire action on National Voter Registration Day

September 17, 2024



Saks is collaborating with American nonpartisan organization Vote.org in light of the 2024 election. Image courtesy of Saks/Luis Guilln

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is acknowledging the importance of civic engagement as Election Day draws near.

The company is collaborating with American nonpartisan organization Vote.org for the second time, unveiling a promotional installation in the windows of its New York City flagship. Online, Saks is plugging the many resources available to citizens looking to cast a ballot this season both the exterior display and digital activation are going live in honor of National Voter Registration Day on Sept. 17.

"As a prominent American brand with a far-reaching platform, Saks is committed to raising awareness of timely issues that matter to our customers, employees, partners and communities," said Emily Essner, chief marketing officer at **Saks**, in a statement.

"Voting is a fundamental right, and we are proud to work with Vote.org to help increase access to nonpartisan voter registration resources," Ms. Essner said. "We look forward to inspiring voters nationwide to get involved and make their voices heard during this upcoming election season."

Political engagement

The department store brand is connecting constituents with convenient, nonpartisan resources and election information tools.

Beginning today, users can visit Saks.com/vote to register to vote, check on their registration status, research local candidates and request an absentee ballot through Vote.org's platform.

Offline, Saks is also taking action, encouraging shoppers to exercise their right to vote in the 2024 cycle.



Red, white and blue window displays highlight the importance of civic engagement at the department store's New York City flagship. Image courtesy of Saks/Luis Guilln

Six windows spelling out "Vote" on its flagship's Fifth Avenue and 49th Street sides will continue calling attention to the nonprofit partnership from now through Sept. 30, 2024. The message, represented with geometric neon lettering, includes QR codes that redirect passersby to the retailer's collaborative civic engagement platform.

The last time that Vote.org and Saks worked together was ahead of the 2020 election, launching a similar series of activations. Earlier this year, Dotdash Meredith's *InStyle* also launched a program in partnership with the nonpartisan organization, releasing a campaign and clothing capsule ([see story](#)).

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