



Saks Launches Media Network Connecting Brand Partners with Luxury Shoppers, Enhancing Product Discovery

NEW YORK - April 23, 2024 - Saks, a premier luxury ecommerce platform, has launched the Saks Media Network, a sophisticated, technology-driven program helping brands reach the luxury retailer's customer base with digital advertising throughout the shopping journey. Saks joins this rapidly growing vertical in digital advertising, introducing one of the first retail media networks in luxury retail. Through the Saks Media Network, which leverages the company's iconic brand, rich first-party customer data and robust traffic of over 435 million annual site visits, brands have the opportunity to boost their revenue on Saks.com through sponsored product ads and on-site display banners.

Saks is committed to introducing customers to inspiring fashion, and aims to advance this mission by helping participating brands deliver product inspiration and discovery that aligns with customers' interests. As the leading expert on the luxury consumer, Saks is broadening its capabilities to create an inspiring on-site experience for all luxury shoppers by optimizing the use of first-party data within the Saks Media Network.

"With the launch of our Saks Media Network, we are expanding our offerings for brand partners by helping their products reach the right luxury customers when and where they are actively looking to purchase," said Kristin Maa, Senior Vice President, Growth, Saks. "Our view of the full shopping journey across the Saks Fifth Avenue digital and physical ecosystem enables meaningful, personalized customer engagement and product discovery, and the Saks Media Network is the next step in leveraging our data-driven insights and industry expertise to enhance the customer experience."

As the company progresses on its strategy to serve the full continuum of luxury shoppers, the Saks Media Network will expand the potential of its iconic brand, rich first-party customer data and robust site traffic, while strengthening relationships with brand partners. Saks' strategic in-house media team leverages customized strategies to help brand partners drive business, matching their specific goals with opportunities to achieve them, supported by comprehensive reporting and insights. Saks maintains deep relationships with high value luxury consumers at scale, and the launch of the Saks Media Network brings the opportunity to engage with this customer segment to a broader set of partners.

Ramy Brook Sharp, Founder and Creative Director of Ramy Brook, added, "Saks' Media Network presented an exciting new avenue to achieve our business goals by increasing our brand's visibility and driving improvements in both traffic and revenue for Ramy Brook on Saks' ecommerce platform. Saks' mission to help customers express themselves through inspiring fashion is closely aligned with our vision to empower women and help them feel confident wearing Ramy Brook, so we were thrilled to embrace this new opportunity to engage with Saks customers."

ABOUT SAKS

Saks is the premier ecommerce platform for luxury fashion in North America. Driven by a mission to help customers express themselves through relevant and inspiring style, we serve as a destination to explore and discover the latest from established and emerging designers. Our expertly curated assortment features sought-after names in women's,

men's and kids fashion, as well as beauty, home and lifestyle merchandise. Through the Saks website and app, we provide access to professional stylists, inspiring editorial content and interactive events. Our differentiated approach seamlessly combines elevated online experiences with in-person services through an exclusive partnership with the Saks Fifth Avenue stores.

Visit [Saks.com](https://www.saks.com) for more information. Follow @saks on [Instagram](#), [TikTok](#), [LinkedIn](#) and [Facebook](#) @thesaksman on [Instagram](#) and Saks Fifth Avenue on [LinkedIn](#).

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