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SAKS FIFTH AVENUE ANNOUNCES FALL WANT IT! CAMPAIGN

Luxury retailer to launch nationwide celebration in September, 2007

New York, NY (June 7, 2007) -- Saks Fifth Avenue is pleased to announce the return of WANT IT! for Fall 2007, featuring the most captivating trends of the season and the elegant work of graphic artist Marian Bantjes.

Working in tandem with many of the world's most celebrated designers, Saks Fifth Avenue will offer each of the 18 WANT IT! items—9 each for men and women—in an array of unique styles. Every Saks store will roll out a strong representation of WANT IT! merchandise along with eye-catching visual displays highlighting the trends. In addition, the campaign will include events, advertising, catalogs and a significant presence on saks.com, all launching this September.

“The focus of WANT IT! is to identify the season's most important styles and deliver them to our customers nationwide, across a range of

designers and price points,” explained Steve Sadove, Chairman and Chief Executive Officer, Saks Fifth Avenue. “For every trend, we’re offering something for the customer who’s just starting to shop with us as well as something for the dedicated fashion lover.”

For women, the nine WANT IT! items embrace a very polished season on the runways. Lustrous shine and opaque legs are ubiquitous. Shoe booties and high heels go sky-high. Swingy capes and textured cardigans make for elegant trans-seasonal outer layers. A neatly cropped jacket and structured bag finish the put-together look, with the dramatic lash providing a seductive wink.

The nine WANT IT! items for men focus on versatility and the re-appropriation of menswear classics for inventive new uses. Tuxedo dressing introduces formal jackets to casual jeans. Novel ties are a lively alternative to prosaic neckwear, featuring irreverent prints, skinny shapes and bow tie formality. Extra long lace-ups match slimmer suits. The gentleman’s bag, signature scent and hi-tech shine help keep men distinguished with an edge. Even the turtleneck adopts a new identity when layered under puffy vests and winter white sport coats.

Providing the elegant visuals at the center of the WANT IT! campaign is celebrated typographer and graphic artist Marian Bantjes. The Canadian native created 18 flourished images, each cleverly weaving the name of a WANT IT! item into its iconic silhouette.

“Ms. Bantjes is a unique talent,” said Terron Schaefer, Group Senior Vice President, Creative and Marketing, Saks Fifth Avenue. “Her eccentric calligraphy lends a light-hearted sense of sophistication to the WANT IT! campaign.” Her eclectic work has appeared in numerous books and magazines, including recent covers of Wallpaper and The New York Times Book Review.

WANT IT! FOR HER

Cape

Shine

Cropped Jacket

High Heel
Textured Cardigan
Shoe Bootie
Structured Handbag
Opaque Leg
Dramatic Lash

WANT IT! FOR HIM

Shine
Tuxedo Dressing
Turtleneck
Puffy Vest
Winter White
Gentleman's Bag
Novel Tie
Extra Long Lace-up
Signature Scent

About Saks Fifth Avenue

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and home furnishings, and the first-rate fashion expertise and the exemplary client service of its Associates. Today, Saks operates 54 full-line stores in 25 states, 2 stores in the Middle East in Dubai and Riyadh, 49 Off 5th outlet stores and saks.com, the company's online store.

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