

## **SAKS FIFTH AVENUE LAUNCHES NEW THIRD FLOOR WITH CHARLIZE THERON AND DESIGNER GUESTS**

After a year-long renovation, Saks Fifth Avenue celebrated the unveiling of the new designer floor in their New York flagship, home to 49 of the world's finest designer collections. The dinner co-hosted by Charlize Theron and VOGUE served as the floor's official debut.

Celebrity attendees included:

- **Charlize Theron** in DIOR exclusive dress for Saks Fifth Avenue
- **Anna Wintour** wearing Calvin Klein Collection Laser Cut Velvet Dress
- **Blake Lively** wearing Victoria Beckham, Christian Louboutin shoes and Lorraine Schwartz jewelry
- **Taraji B. Henson** in Kaufman Franco
- **Alexis Bleidel** wearing Christian Siriano
- Actress **Michelle Monahan** in J. Mendel
- Stylist **Rachel Zoe** wearing Prabal Gurung
- **Margherita Missoni** in Zac Posen
- **Bruce Weber**

**Designer guests included: Calvin Klein Collection's Francisco Costa, Carolina Herrera, Oscar de la Renta, Zac Posen, Marchesa's Georgina Chapman, Proenza Schouler's Lazaro Hernandez & Jack McCollough, Vera Wang, Erdem Moralioglu, Christian Siriano, Derek Lam, Kaufman Franco's Isaac Franco, & Ken Kaufman, Naeem Khan, Aquilano Rimondi's Tommaso Aquilano.**

Other notable guests included:

**Lauren Bush & David Lauren, Models Doutzen Kroes and Trish Goff, Serena Boardman, Annelise Peterson, Bee Shaffer, Olivia Chantecaille Grady, Dr. Lisa Airan, Alexis Bryan Morgan, Helen Schifter, Marjorie Gubelmann, Zani Gugelmann, Steven Kolb, Dayssi Olarte de Kanavos, Fabiola Beracasa along with VOGUE's Meredith Melling Burke, Kathryn Neale Shaffer, Lauren Santo Domingo, Lauren DuPont, Marina Rust, Stephanie Winston Wolkoff, Virginia Smith, Alexandra Kotur, Filipa Fino and Sylvana Soto Ward.**

160 designers, editors and friends of Saks Fifth Avenue sat on one long table down the center of the 50,000 square-foot space. In light of Fashion Week starting Saks Fifth Avenue and VOGUE, aware many were designers rushing back to their collections, offered Levain Chocolate Chip cookies in the gift bag as dessert to take back to their studios (along with a custom John Derian "3" paperweight).

Saks Fifth Avenue displayed 32 one-of-a-kind cocktail dresses created exclusively for the launch by some of the floor's renowned designers such as Marc Jacobs, Alexander McQueen, Vera Wang, DIOR, Zac Posen, Oscar de la Renta, Jil Sander, and many more.

The 50,000 square-foot space will house 23 designer shops, the only leased department in the U.S. to feature the complete collection of Louis Vuitton, and a new Fifth Avenue Club – the private shopping environment with spectacular views overlooking Rockefeller Center and St. Patrick's Cathedral.

ONLINE MEDIA: Downloadable Video and Pictures Available at:

<http://www.dogmatic.com/MNR/saksdesignerfloor>

FOR MORE INFORMATION:

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