

# SAKS POTTS

## SAKS POTTS SPRING-SUMMER 2024 COLLECTION PRESS RELEASE

IN THE SAKS POTTS SPRING-SUMMER 2024 COLLECTION, SAKS POTTS CELEBRATES THE UNIQUENESS OF DANISH SUMMERS, WHICH HOLD A SPECIFIC SIGNIFICANCE FOR THOSE WHO GREW UP IN SCANDINAVIAN COUNTRIES. WITH LONG AND DARK WINTERS, THE ARRIVAL OF SPRING AND ITS ACCOMPANYING SUN AND LIGHT ARE CHERISHED BY THE NORTHERN PEOPLE. DANISH SUMMERS ARE NOT AS SCORCHING AS THOSE IN THE SOUTH OF EUROPE, OFTEN FEATURING RAINY AND UNPREDICTABLE WEATHER. HOWEVER, THIS UNPREDICTABLE NATURE IS AN INTEGRAL PART OF THE DANISH SUMMER, TEACHING US TO VALUE EVERY SUNNY DAY AS IT MAY BE THE LAST.

THE SAKS POTTS SPRING-SUMMER 2024 COLLECTION PRESENTS A PERFECT HOLIDAY WARDROBE WITH SOPHISTICATED STYLES THAT SEAMLESSLY ADAPT TO VARIOUS OCCASIONS. SAKS POTTS DESIGNS ALLOW YOU TO WEAR THE SAME DRESS FROM A BEACH OUTING IN THE MORNING TO AN ELEGANT DINNER IN THE EVENING, REFLECTING VERSATILITY AND EASE.

AMONG THE COLLECTION, DRESSES TAKE CENTER STAGE, CATERING TO EVERY OCCASION. FROM SUPER LIGHTWEIGHT COTTON DRESSES FOR THE BEACH TO COLORFUL SILK CHIFFON DRESSES FOR FESTIVE SUMMER PARTIES, AND ELEGANT SILK DRESSES SUITABLE FOR WEDDING EVENT, SAKS POTTS OFFERS A DRESS FOR EVERY MOMENT. NOTABLY, THE COLLECTION INCLUDES THE "EMRATA" DRESS, ORIGINALLY DESIGNED FOR EMILY RATAJKOWSKI'S APPEARANCE AT MARC JACOBS' 50TH BIRTHDAY CELEBRATION IN 2019, AND IT HAS SINCE BECOME A SOUGHT-AFTER PIECE AMONG OUR LOYAL CLIENTELE.

AT SAKS POTTS, WE ENVISION DESIGNING PIECES THAT BECOME TIMELESS STAPLES IN YOUR WARDROBE. SAKS POTTS COMBINES ELEMENTS FROM BEST-SELLING ITEMS IN PREVIOUS COLLECTIONS WITH NEW MATERIALS AND CUTS TO BRING A FRESH PERSPECTIVE TO OUR CREATIONS. THE SPRING-SUMMER 2024 COLLECTION INTRODUCES UNIQUE PIECES SUCH AS LEATHER-MADE BLUE JEANS IN A TECHNICAL DENIM PRINT, SHARP 90S-INSPIRED BLAZERS, PLEATED SKIRTS

IN LIGHT BEIGE HERRINGBONE WOOL AND LEATHER OPTIONS, AND A SEE-NOW-BUY-NOW WILLIAM SHIRT IN YELLOW SUMMER STRIPE, AVAILABLE FOR PURCHASE IMMEDIATELY AFTER THE SHOW.

OUR NEW PIQUE LINE FEATURES LONG AND SHORT-SLEEVED POLO SHIRTS, PERFECT FOR A GAME ON THE TENNIS COURT OR AS A STYLISH AND COMFORTABLE EVERYDAY CHOICE. THESE POLOS ECHO THE TRADE-MARK STRIPES OF OUR WILLIAM SHIRTS MADE FROM THOMAS MASON COTTON, EFFORTLESSLY BLENDING MASCULINE AND FEMININE ELEMENTS WHILE BREAKING TRADITIONAL GENDER BARRIERS. THE POLOS BEAR A SIGNIATURE CIRCLE-SHAPED EYELET, INSPIRED BY PREVIOUS SEASON DETAIL AND THE LOCATION OF OUR SHOW.

THE SAKS POTTS SPRING-SUMMER 2024 SHOW TAKES PLACE AT A MEANINGFUL LOCATION FOR BARBARA AND CATHRINE, RIGHT OUTSIDE COPENHAGEN. THE ICONIC "CAFE JORDEN RUNDT", KNOWN FOR ITS CIRCLE-SHAPED DESIGN, WARM AMBIANCE, AND CHILDHOOD MEMORIES, STANDS ON ONE SIDE. ON THE OTHER SIDE LIES THE INFAMOUS AND HISTORICAL BATHING ESTABLISHMENT 'SØBADET', BEAUTIFUL GREEN TREEHOUSES BY THE WATER, WHICH HAVE BEEN A FAVORITE SUMMER SPOT FOR BARBARA AND CATHRINE SINCE THEY WERE CHILDREN. THE SHOW'S 200-METER-LONG RUNWAY ALLOWS GUESTS TO GAZE OUT AT THE SEA. THE SHOW OPENS WITH THE DANISH SUMMER SONG "LYNGEN ER LILLA" ("THE HEATHER IS PURPLE") SUNG BY THE RENOWNED DANISH SINGER LIS SØRENSEN, A SONG THAT HAS HELD A SPECIAL PLACE IN BARBARA AND CATHRINE'S LIVES, EVEN THOUGH IT WAS RELEASED LONG BEFORE THEIR TIME.

THE SAKS POTTS SPRING-SUMMER 2024 COLLECTION DEBUTS WITH ALANA HADID WEARING A BLUE SEQUIN SKIRT AND BEIGE NAPPA JACKET, FOLLOWED BY A DIVERSE CAST OF PROFESSIONAL MODELS AND COMMUNITY GIRLS SHOWCASTING THE COLLECTION. SOME MOEDELN WEAR COLORFUL SLIPPERS FROM OUR DEAR FRIEND CARMEN ATIYAH DE BAETS' SHOP CARMEN IN AMSTERDAM, SOURCED ON HER TRIPS TO LEBANON, WHERE THEY HAVE BEEN CRAFTED SINCE THE 1980S IN A SMALL FAMILY-OWNED WORKSHOP.

ADDITIONALLY, SAKS POTTS IS THRILLED TO ANNOUN-



CE OUR DESIGN COLLABORATION WITH OSCALITO, A RENOWNED FAMILY-OWNED BUSINESS FROM ITALY KNOWN FOR PRODUCING THE HIGHEST QUALITY UNDERGARMENTS. BARBARA AND CATHRINE WEAR THEIR UNDERGARMENTS EVERY DAY, AND WORKING CLOSELY WITH THEIR PRODUCTION TEAM HAS BEEN A DREAM COME TRUE. THE COLLABORATION WILL RESULT IN OUR OWN COLLECTION WITH OSCALITO, SET TO LAUNCH IN NOVEMBER.

THE SAKS POTTS SPRING-SUMMER 2024 COLLECTION OFFERS A COMPREHENSIVE HOLIDAY WARDROBE THAT CATERS TO DIVERSE TRAVEL DESTINATIONS, WHETHER YOU ARE EXPLORING THE UNPREDICTABLE WEATHER OF DENMARK OR HEADING TO WARMER SOUTHERN REGIONS.

THE SAKS POTTS SPRING-SUMMER 2024 COLLECTION WILL BE AVAILABLE IN STORES FROM FEBRUARY 2024.