



‘Carousel of Dreams’ – Dior X Saks Fifth Avenue Holiday Windows

For the 2023 holiday season, [Saks](#) partnered with [Dior](#) to transform its iconic Fifth Avenue store into a ten-story ‘Carousel of Dreams.’ The holiday spectacle, a tribute to Dior’s 70-year relationship with the department store, unfolded the global adventures of “Mr. Dior” through a spectacular light show and 24 themed windows, showcasing the brand’s history.



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Dior, a French multinational luxury fashion house famed for revolutionizing the women's fashion industry, worked to bring their grand vision to life by partnering with specialized vendors throughout the world, and we were honored to be on that list.

The Beginning

The Dior team visited our new 60,000 sq. ft. facility in Carlstadt, New Jersey, in August 2023. Typically, holiday builds of this magnitude commence in June, so the pressure was on before we even began. The Dior team was thoroughly impressed with our onsite capabilities, including fabrication, woodworking, custom paint and finishing, 3D printing, modeling, and media services. At the tour's close, we were requested to create a prototype of Window #18. This window display featured a star formation made from snow globes. Dior provided us with a design intent deck that same day as well as the conceptual art for each window. Our ability to procure and fabricate unique oblong shapes for the globes, coupled with our dedication to ensuring that the "snow" in the center globe swirled realistically and did not cling to the featured figure, resulted in BluEdge being awarded the final build for both Window #18 and Window #18, both of which featured enchanting snow globes. We were also tasked with fabricating elements for Window #9.





Fabricating the Window Displays

Window #9 – Paris Street Light

This particular window showcased two street lamps inspired by the ornate lanterns lining the Pont Alexandre III bridge in Paris, France. However, these lamps were more than mere bulbs—they supported animated miniatures crafted by artisans from Milan-based Joann Tan Studio. These artisans traveled to our New Jersey facility to ensure that their intricately designed miniatures seamlessly fit into our lamp posts and that the accompanying electronics and wiring functioned as intended. Essentially, these lamp posts became the anchors for miniature worlds highlighting important moments in the life of Mr. Dior.

Our Media team played a crucial role in this creative process, designing and 3D modeling the lamp posts based on classic French designs. Live editing sessions were a key aspect of our collaboration with the client. Because we worked with an international team, spread across the United States, France, and Italy, working over the phone with the client facilitated quicker approvals than the conventional method of sending versions back and forth. This was crucial in keeping this time-sensitive project on track.

The two lamps were fabricated via 3D printing. Printing the lamp posts was a significant undertaking due to their size, requiring a 3D printer with a bed measuring 6' x 6'.





Christian Dior handbag, standing elegantly in a glittering field of snow. These meticulously crafted figures within the snow globes were brought to life using resin 3D printing techniques and a precise spray-painting process. A specially formulated “snow” made of faux snow and fine & coarse glitter added to the enchantment. Special care was taken to make sure each globe’s snow pitch was set up so that they looked visually even to spectators standing at street level. While appearing round to spectators, the elongated dome shape of the globes facilitated the installation process, allowing for the effective placement of figures, snow, and wiring. Finally, each globe was treated with an anti-static formula to ensure a clear view of the scene throughout the duration of the display.

In addition to the general shape of the lamp posts, it was important to the client that they looked authentically weathered. Our team took the 3D-printed structures and meticulously applied multiple coats of paint in varying colors and finishes, achieving the desired worn aesthetic reminiscent of multiple paint jobs over the years.

Window #18 – Snow Globes Dior Star

Taking center stage between Saks Fifth Avenue’s two main entrances, a mesmerizing star formation of snow globes ranging in diameter from 6 to 24 inches captured the attention of onlookers. These globes, resembling elongated domes, provided a captivating backdrop for a display that seamlessly blended elegance and creativity. Each globe featured a “Ms. Dior Puppet” holding an iconic



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The central globe, distinguished by its unique design, portrayed the iconic New York City landmark, the Statue of Liberty. In a clever twist, Lady Liberty proudly held a Christian Dior handbag instead of the traditional tablet in her left hand. This central globe was also unique in featuring a swirling, organic snowfall. This snowfall needed to remain consistent from the opening day to the close of this display on January 5th. Because of this, creative engineering had to be used to ensure that the Statue of Liberty within the central globe seamlessly integrated into the airflow, preventing snow accumulation on specific parts.

To further elevate the visual experience, a custom, seamless LED screen measuring 98 inches wide by 100 inches tall with a 1.8-pixel pitch was collaboratively created with partners TCI. Integrated strategically into the window design, the engineering marvel included a moving floor for maintenance access to three layers. The back panel, adorned with micro-LED lights, contributed to the illusion of twinkling stars in the night sky, following a template provided by the client. Our team meticulously wired up the electronics for a seamless animated background, enhancing the overall enchantment of the display.



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Window #31 – Rainbow of Perfume

Window #18 was a clear inspiration for this showcase, distinguished by a notable alteration. Instead of the Ms. Dior puppets, each globe in this display took on a fragrant allure displaying various Dior fragrances. Our Packaging and Realization team fashioned a large-scale Dior Perfume model as the focal point, replacing the Statue of Liberty model. The intricately designed custom shelves, equipped with integrated LED lighting, were meticulously crafted to illuminate each bottle in the display, creating a captivating glow.



Bringing The Vision To The Public

The Dior Saks Fifth Avenue Holiday Window Display was a unique project for us, introducing us to specialized vendors worldwide. The collaboration was an international effort to ensure the final product was of the highest quality and craftsmanship.



The installation process began on October 27th, requiring careful coordination with Dior's numerous vendors to maintain consistency across all windows. We went in on multiple days to ensure our parts were precisely placed and in working order. Unique challenges emerged, such as working with a company removing glass panes from Saks' windows and providing an unconventional entry point for our large units, particularly on windows #18 and #31.



Our primary production facility in Carlstadt, NJ, served as the hub for most of the project's work, spanning 60,000 sq. ft. The oversized Dior perfume bottle, a focal point of the display, was crafted by our Packaging Realization team in New York City.

Final Thoughts

In essence, the Dior Saks Fifth Avenue Holiday Window Display symbolizes the collaborative efforts of BluEdge, bringing together talents from around the world to create a meaningful and engaging experience.

"We are genuinely proud and thrilled to be part of this project," said Doug Magid, President of BluEdge.

"The Dior Holiday windows reflect the culmination of BluEdge's efforts over the past four years to transition to becoming a Experiential Marketing provider, with strategic acquisitions, thoughtful additions of services, and most importantly, attracting the top industry talent. This project signifies a unique moment where our various teams – 3D, Fabrication, Media, Packaging & Realization, and

Graphics – collaborated seamlessly, creating something greater than the sum of its parts and showcasing the strength of our collective efforts. This marks a meaningful step forward for us as an experiential marketing firm."

He continued, "Having started as a small reprographics firm in New York City over 125 years ago, the opportunity to collaborate with a renowned brand like Dior on Saks Fifth Avenue's iconic holiday windows is both humbling and special. This achievement is significant for my family and me and every member of the BluEdge team."



"This represents a significant achievement for BluEdge as it brings together all our new divisions in a cohesive effort." Added John Gagliardi, Director, Experiential Creations at BluEdge. "It's a true testament to the strength of our organization. Every division is actively contributing to this project, which holds the promise of reaching a vast audience. Being part of such an impactful project is both an honor and a privilege. Particularly in the Northeast, where

New York draws people from all walks of life, including tourists, the visibility of these windows is tremendous. For our team, it's a special honor and a privilege to contribute to a project of this caliber. These are the types of endeavors that everyone looks at with admiration, wishing they could be part of. We are genuinely excited and grateful to collaborate not only with Dior but also with other exceptional partners and vendors from around the globe."

