

AMERICAN CHRISTMAS

SAKS EXTERIOR

American Christmas engineered, fabricated, and installed the monumental exterior holiday light display for the Saks Fifth Avenue flagship store in New York City, directly across from Rockefeller Center. Spanning a full city block and rising eight stories high, this breathtaking installation transforms the building's historic facade into a dynamic spectacle of color, movement, and sound. Featuring more than 700,000 LED lights synchronized to a custom audio track and powered by over eight miles of cabling, the show captivates millions of shoppers and tourists every 10 minutes throughout the holiday season.

Ready to transform your storefront into an unforgettable seasonal destination? Contact American Christmas today to start planning your next holiday store display and captivate your customers.

See more on Saks Exterior on our Website.

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