

COMMERCE

Saks banks on mall traffic with store opening

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Projected view of Saks Fifth Avenue in Mall at University

By STAFF REPORTS

Hudson's Bay Company is opening a Saks Fifth Avenue Oct. 16 in the Mall at University Town Center, Sarasota, FL.

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The 80,000-square foot, multi-level store will bring a trove of new designers to the mall's vicinities, providing consumers with an entirely new shopping possibility. Saks is already well represented in Florida, with almost 20 additional stores available to consumers.

Keys to commerce

Saks will be inaugurating the store with a number of events including a private Key To The Cure cocktail party on the evening of Oct. 14, celebrating its annual charity initiative that raises money for the Entertainment Industry Foundation's Women's Cancer Research Fund. The store will also incorporate Key To The Cure into the opening by hosting a charity shopping weekend and adding a pink grosgrain ribbon to its new packaging.

Other introductory events include a Stephanie Kantis fall 2014 trunk show and the grand opening celebration.

The entire mall will actually be opening on Oct. 16 as well. The \$315 million project is the

first closed mall to open in the United States since 2012.

In addition to the expected roster of designers, the store will feature an expanded Fifth Avenue Club, a VIP space where customers can meet with consultants and attend special events.

Sarasota is not the only location with a new Saks store.

Hudson's Bay Company is planning to open Saks Fifth Avenue in San Juan, Puerto Rico, next year.

The retail store will be in the Mall of San Juan and offer the retailer's full-line within the 100,000 square-foot location. The introduction of Saks will bring luxury brands to San Juan and will serve the under-retailed marketplace in the popular vacation spot ([see story](#)).

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