

IN-STORE

Saks to merge fashion, hospitality in first phase of renovations

October 7, 2015



Exterior of Saks Fifth Avenue's New York flagship

By STAFF REPORTS

Retailer Saks Fifth Avenue is bringing Parisian dining to its New York clientele through a partnership with Paris' L'Avenue restaurant.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Alongside L'Avenue founder and hotelier Jean-Louis Costes, Saks will bring together fashion, luxury and hospitality through this project as the department store ushers in a new era for its New York flagship. The L'Avenue project is part of a three-year renovation plan that will "enhance and expand" the flagship's departments and service to its consumers.

Dining in luxury

Mr. Costes' L'Avenue, a restaurant on Avenue Montaigne, is known as a must-go eatery for influencers and tastemakers from Paris and around the world. The space, similar to Saks, is considered a cultural destination and an international sensation.

L'Avenue will leave its mark in various locations throughout Saks' Fifth Avenue flagship. One such spot is the retailer's terrace overlooking Rockefeller Center, an aspect of the store that has never been open to the public.

The space will transport Saks consumers to the "flair" of Avenue Montaigne for lunch, dinner and beyond without leaving New York.



L'Avenue on Avenue Montaigne, Paris

In a statement, Mr. Costes said, "Taking part in Saks' reinvention was something we found both compelling and inspiring. We believe our L'Avenue restaurant on Avenue Montaigne is an ideal counterpoint for the redevelopment of their 1924 landmark flagship as well as for their vision in rethinking the Saks client journey."

The renovation process will begin in late 2015 and is scheduled to be completed by mid-2018. During renovations, Saks will continue to provide the service its consumers have come to expect.

L'Avenue at Saks Fifth Avenue will open when renovations are complete in 2018.

"From when we opened our store nearly a century ago, we have challenged ourselves to deliver a world class experience to all of our customers," said Saks' president Marc Metrick in a statement. "Today, as we reimagine and redevelop our renowned New York City flagship, we are returning to our heritage of giving our customers unparalleled experiences that place Saks at the intersection of fashion and culture. Bringing Parisian legend L'Avenue to our flagship furthers our mission to make Saks the hero again."

A number of department stores have introduced rebranding strategies to cope with changing retail landscape.

For instance, French department store chain Galeries Lafayette is conveying its creative energy through a rebranding effort that introduced a new brand logo paired with an advertising campaign.

Galeries Lafayette's rebranding is part of the department store chain's implementation of its "Ambitions 2020," a transformation plan that will assist it in becoming the key omnichannel fashion retailer in France and in international capitals. Rebranding can be risky since consumers hold associations with brand imagery, but if done well, refining a brand's perception can be modernizing and propel a new identity through visuals ([see story](#)).