

IN-STORE

## Saks strengthens key category with standalone storefront in Greenwich, CT

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Promotional image for #SaksAtTheShows

By JEN KING

Department store chain Saks Fifth Avenue is increasing its established footprint in Greenwich, CT, with the opening of a standalone boutique.

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The 21,000-square-foot store will be the third Saks location in the Connecticut town, known for its wealthy residents and affluent lifestyle, and will be dedicated to jewelry and women's contemporary ready-to-wear apparel. Although Saks operates a full department store in downtown Greenwich, having a secondary outpost targeting a specific niche may be a welcome addition to consumers shopping the area's retail landscape.

### Expanding outward

The Jewelry and Contemporary Women's Ready-to-Wear storefront on 200 Greenwich Avenue will join Saks' 10022-SHOE store nearby at 20 East Elm Street. Announced in August, the shoe store is scheduled to open in fall 2016.

Saks decided to open the Greenwich 10022-SHOE outpost to expand the merchandise floor of its highly productive women's footwear department in the full-sized Saks Fifth Avenue, which opened in 1997.

In a statement the president of Saks Marc Metrick said, "Opening a dedicated 10022-SHOE store will allow us to offer an unparalleled assortment of women's footwear. Women's footwear is one of our marquee businesses and I'm very excited to dedicate more space to this key category in one of our most important markets."

As for the women's boutique, similar to the ideology behind the shoe-focused version, the location will expand the space of Saks' productive sales floor in the larger department store. Within the standalone boutique, Saks will also have the space to host vendor shops, and a dedicated fine jewelry viewing room is also in the plans.

Due to its location across the street from the main Saks department store, the women's store is likely to benefit from the added foot traffic. Also, for consumers looking to run in and make a purchase without too much distraction, heading to the smaller storefront may be appealing.

Mr. Metrick added, "With three locations within easy walking distance of each other, I'm thrilled that we'll be able to serve our Greenwich customers better than ever before. I am passionate about our core strategy of category dominance – providing a better, more authoritative assortment that allows Saks to be bigger than any one brand – and this additional space in Greenwich furthers our mission to do just that."

Currently, Saks operates 38 full-line stores in 22 states, five international licensed stores and its ecommerce site, saks.com.

#### Retail dominance

At its flagship on New York's Fifth Avenue, Saks aims to offer consumers experiences that cannot be found at its competitors.

For instance, Saks stepped up its 10022-Shoe salon game with the opening of a permanent boutique dedicated to shoemaker Manolo Blahnik.

The shop-in-shop will be one of Manolo Blahnik's largest boutiques in the world as well as the first time the brand has been physically present within a Saks storefront. To introduce the boutique, Saks has taken a multichannel approach that includes in-store appearances by the namesake designer, an editorial spread and window displays to share the momentous occasion with consumers ([see story](#)).

Going forward into the future, Saks is looking to amp up its experiential offerings.

As part of its first phase of upcoming renovations, Saks has announced that it is bringing Parisian dining to its New York clientele through a partnership with Paris' L'Avenue restaurant.

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 ([see story](#)).

#### Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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