

IN-STORE

## HBC begins omnichannel push with Gilt concept store opening

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*Gilt has discovered which products sell best on mobile*

By STAFF REPORTS

Saks Fifth Avenue owner Hudson's Bay Company's investment in multichannel will come to fruition with the opening of the first bricks-and-mortar Gilt in-store shop.

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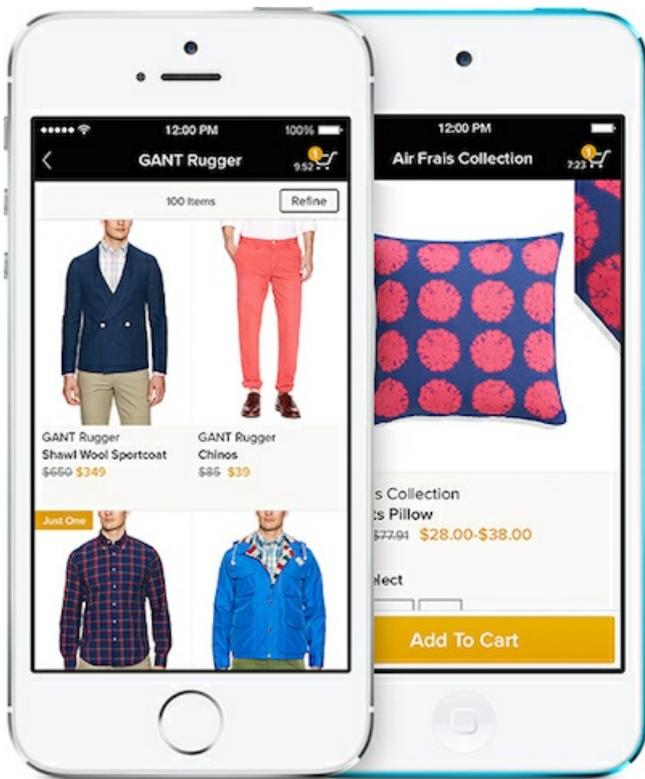
HBC purchased Gilt last month for \$250 million to tap into the online retailer's strong capabilities in mobile and personalization technology ([see story](#)). HBC has paired Gilt, previously without physical representation in the marketplace, with discount department store outlet Saks Off 5th to create an omnichannel experience for its consumer base.

Sales force

Being hailed as a retail "power couple," Gilt and Saks Off 5th will work together to offer top-brand designer deals to New York consumers beginning in March.

The first location to merge Gilt with Saks' off-price offerings will be the outlet store chain's latest storefront in Tower57 in Midtown Manhattan. Opening March 3, the Saks Off 5th occupies two levels with approximately 47,000 square feet of sales floor.

"The opening of our first location in Manhattan is truly a milestone and we look forward to offering shoppers top fashion brands at the great value Saks Off 5th is known for," said Jonathan Geller, president of off-price at Hudson's Bay Company, in a branded statement. "In combination with the Gilt in-store shop, we believe Saks Off 5th on 57th Street will be the destination for fashion conscious millennials seeking the thrill of the hunt' shopping experience."



### *Gilt mobile Web site*

Gilt's first in-store shop will recreate the exclusive access its consumers have become accustomed to while shopping online. Consumers will be able to shop Gilt's daily style show of curated products as well as top trends and new offerings in the form of a weekly in-store flash sale.

Furthering its omnichannel approach, the Gilt shop will feature a video wall showcasing a calendar of upcoming sales and "Shop the Look" editorial content. Keeping its link to the online shopping experience, the shop will also offer digital services where Gilt.com can be explored.

In the coming months, Gilt by Appointment will be unveiled to heighten consumers in-store experience. The program will pair consumers with a VIP stylist and personal shopping services.

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