

RETAIL

Saks expands to western Canada with slated Calgary store opening

May 31, 2016



Image courtesy of Saks Fifth Avenue

By STAFF REPORTS

Department store chain Saks Fifth Avenue has unveiled plans to open its third Canadian store in Calgary, Alberta in January 2018.

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Marking the retailer's entrance into western Canada, the new two-level store will be located in the CF Chinook Centre, a Cadillac Fairview property. Canada holds great potential for luxury brands, causing multi-brand retailers based in the United States to plan northward expansion.

Heading west

Saks' store will be 115,000 square feet, carrying women's wear, menswear, beauty, jewelry, shoes and handbags.

A full-service Fifth Avenue Club will hold private suites. Here, consumers can consult with private shoppers to find merchandise that best fits their needs.



Fifth Avenue Club at Saks Eaton Centre

Saks Fifth Avenue worked on making a good first impression as it entered the Canadian retail landscape earlier this year.

Saks' first department stores in Canada are located in Toronto's Eaton Centre and Sherway Gardens, both of which opened in February 2016. Now owned by Canadian retailer Hudson's Bay Company, Saks entered the market with a

bevy of in-store services and amenities to attract local and visiting consumers to its new locations ([see story](#)).

"Following our incredibly successful entry into Canada earlier this year, we are excited to bring Saks Fifth Avenue to western Canada in 2018," said Marc Metrick, president of Saks Fifth Avenue, in a brand statement. "Our strategy is to opportunistically open new stores where we have the customer, the right location and we are able to deliver a consistent Saks brand edit, focused on modern fashion.

"Calgary, specifically the CF Chinook Centre, fits these criteria and is a logical next step in our Canadian expansion."

The CF Chinook Centre was the chosen real estate for Nordstrom's entry into Canada in 2014 ([see story](#)). Also in the mall are Burberry, Hugo Boss, Stuart Weitzman and Tiffany, as well as Hudson's Bay.



Interior of Chinook Centre

"We are thrilled to once again partner with Saks Fifth Avenue to bring their iconic brand to a Cadillac Fairview shopping centre," said John Sullivan, president and CEO of Cadillac Fairview. "The addition of Saks to our western portfolio will further enhance the premium shopping experience Canadians have come to expect from us."

The majority of Canada's population lives within 100 miles of the United States border and with lower sales tax and more retailers, Canadians are increasingly crossing the border for shopping excursions.

The U.S. and Canada have similar language, social media, Internet and mobile penetration, creating an easy transition for brands familiar with the American marketplace to transfer efforts to Canadian consumers. The top 30 percent of Canada's household have more than \$100,000 in disposable annual income and with brands such as Christian Louboutin, Prada and Gucci topping the charts as consumer's favorite brands, Canada will likely see immense retail growth in upcoming years ([see story](#)).

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