

RETAIL

Saks reveals new direction in downtown location

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Inside Saks Downtown

By STAFF REPORTS

Department store chain Saks Fifth Avenue has opened its second store in New York, bringing its retail brand downtown.

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The 86,000-square-foot store is an anchor within Brookfield Place, an upscale shopping center that reopened last year following a remodel ([see story](#)). This is the first in a series of planned renovations and openings for Saks in the New York metro area in the next few years as the retailer looks to further cement its position in its hometown.

Heading downtown

Saks' downtown location stocks women's merchandise with a focus on up-and-coming designers. Reflecting the way women shop today, the store is laid out in "lifestyle edits," with merchandise displayed on rose gold or brass fixtures.

"Saks Downtown marks a new vision for the brand," said Tracy Margolies, chief merchant, Saks Fifth Avenue, in a statement. "The focus is on our edit, bringing new depth to our emerging and advanced designer assortment.

"Saks Downtown will carry more than 200 brands and 100 exclusive styles unique to our store," she said. "To celebrate the opening, we partnered with some of our favorite local brands, including Public School, Opening Ceremony, Rag & Bone and Jonathan Simkhai, to develop exclusive New York-themed pieces."



Inside Saks Downtown

Level one will hold fine jewelry, handbags and ready-to-wear, as well as a section for apothecary and fragrance brands.

On the second floor, consumers can find contemporary and advanced designer labels, fashion jewelry, shoes and sunglasses showcased in a 70-foot mirrored display. Within the shoe and sunglass section is a 220-foot-long abstract mural that Saks commissioned from British-based artist Barry Reigate.

Between the first and second floors is a stepped amphitheater designed in collaboration with Found Associates, which Saks refers to as "The Stadium." This will host a series of designer installations, starting with Vetements at the opening.

The top floor will be home to the Fifth Avenue Club, housing five private rooms and two VIP suites where consumers can have styling appointments. Catering its service to the downtown client, Saks is rolling out the new "Power Lunch," which fits a styling consultation, beauty treatment and lunch into 60 minutes.

Saks has also established a new Saks Save Me hotline, which will solve sudden fashion emergencies such as a broken heel or a ripped seam. The retailer is also expanding its Saks at Your Service personal shopping experience downtown, allowing consumers to have its branded Mercedes-Benz Sprinter arrive at their home, office or hotel with hand-selected options.

"Saks Fifth Avenue is transforming, and with Saks Downtown we further cement our brand as *the* destination for style and luxury in New York City," said Marc Metrick, president of Saks Fifth Avenue.

"Saks Downtown may be our second store in NYC, but it is the first of its kind," he said. "The design is open, the edit is unique, and it's quite simply fun to shop."



Tracy Margolies and Marc Metrick in Saks Downtown

Aside from Saks Downtown, the retailer is planning to open a dedicated men's store in Manhattan in 2017 ([see story](#)) and three standalone stores in Greenwich, CT, including one dedicated solely to shoes ([see story](#)). Other projects include the renovation of Saks Walt Whitman Shops on Long Island and a new location within New Jersey's American Dream shopping center.

Saks is also planning a three-year renovation of its flagship store on Fifth Avenue that is anticipated to stretch into 2019.

Giving back to its new neighborhood, Saks is donating 10 percent of its opening weekend net sales, up to \$50,000, to the National September 11 Memorial & Museum.

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