

RETAIL

Saks solely retails shoes in standalone Greenwich storefront

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Teaser for Saks' 10022-SHOE shop featuring Aquazzura pumps

By STAFF REPORTS

Department store chain Saks Fifth Avenue has opened its first footwear-focused location in Greenwich, CT.

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The 14,000-square-foot 10022-SHOE shop, opened Oct. 20, is a wall-to-wall embodiment of its shoe salon concept at its flagship New York store. Part of The Saks Shops Greenwich collection, the store will be joined by concept shops for other categories in the coming months.

Feet first

Saks' Greenwich shoe store will stock both coveted luxury labels and emerging designers. Included are Manolo Blahnik, Chanel, Jimmy Choo, Christian Louboutin, Gucci and Valentino along with relative newcomers Aquazzura, Paul Andrew and Nicholas Kirkwood.

Billed as a "one-stop shop," it will carry everything from pumps and evening shoes to sneakers.



Inside Saks' 10022-SHOE shop in Greenwich

The renovated midcentury store was designed by the Saks Store Planning & Design team along with FRCH.

Saks at Your Service will offer personal styling consultations on request, and its Mercedes-Benz Sprinter van will provide a mobilized version of the service at a consumer's home or office.

"The Saks Shops Express" service will provide complimentary delivery in the town and the surrounding area.

In February, Saks will open The Collective, a contemporary fashion concept, with The Vault, a dedicated jewelry store, slated for May. Later in 2017, the retailer will launch its revamped main store in the town ([see story](#)).

"Saks has been a part of the Greenwich community for 20 years, and the market is integral to our evolution and growth strategy," said Marc Metrick, president of Saks Fifth Avenue, in a brand statement. "10022-SHOE Greenwich marks a new visionary concept for the brand.

"Moving key categories shoes, jewelry, contemporary ready-to-wear to their own specialty shops brings the luxury boutique experience to the next level," he said. "As we open 10022-SHOE, we further cement Saks as the destination for style and luxury in Greenwich."



Exterior of Saks' Greenwich 10022-SHOE shop

In addition to Saks' plans for Greenwich, the retailer is also creating other focused locations.

Saks is capitalizing on a current consumer trend by announcing plans for a new storefront.

Scheduled to open in spring 2017 in downtown New York, the retailer will be dedicating 16,750-square feet exclusively to men's products. Other retailers have already launched dedicated men's stores, but as the menswear market continues to show rapid growth, Saks will likely see benefits from following suit ([see story](#)).

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