

RETAIL

## Saks revitalizes contemporary selling in new retail concept

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*Image courtesy of Saks Fifth Avenue*

By STAFF REPORTS

Department store chain Saks Fifth Avenue is refining its contemporary offerings by opening the doors to its new speciality store concept, The Collective, in Greenwich, CT.

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Although Saks' flagship is in New York, the retailer has turned to nearby Greenwich, an affluent suburb not far from the city, as a testing ground for new in-store strategies. Saks describes The Collective as a prototype for modernizing its contemporary departments at all of its stores across the United States and Canada.

### Standalone departments

Saks' The Collective is located at 200 Greenwich Avenue. The new retail space will replace the 21-year-old women's store found across the street at 205 Greenwich Avenue.

The Collective nearly triples Saks' selling space and allows the retailer to offer more labels than its former store. Saks' store design and planning team collaborated with design firm FRCH on The Collective.

Encompassing 14,000 square feet, The Collective spans two floors.

The ground floor will sell denim, seasonal trends, jewelry and accessories, sunglasses and activewear and features a Tom Ford Beauty counter, the store's only cosmetics offering given the retailer's in-store exclusive with the cosmetics brand.

The Collective's upstairs level will display apparel and Saks' VIP styling suite, which includes a series of private fitting rooms and an open lounge area.

Altogether, The Collective will offer consumers 53 labels compared to the older store's 23 brands. Brands such as Kenzo, Stella McCartney Denim and T by Alexander Wang are exclusive to Saks in the Greenwich market.



### *Saks' The Collective in Greenwich, CT*

Saks' latest opening is a part of its retail concept tests in Greenwich, which included its first standalone shoe salon opened in late October 2016. The 14,000-square-foot 10022-SHOE shop is a wall-to-wall embodiment of its shoe salon concept at its flagship New York store.

10022-SHOE, two blocks away from The Collective, stocks both coveted luxury labels and emerging designers. Billed as a "one-stop shop," the storefront carries everything from pumps and evening shoes to sneakers ([see story](#)).

Later this year, Saks will open The Vault, a dedicated jewelry boutique, also at 200 Greenwich Avenue. The Vault's opening is expected in May.

Aside from the three new bricks-and-mortar storefronts, Saks' will begin renovations at the women's store found at 205 Greenwich Avenue in November. The main store will have a refined focus on categories outside the freestanding locations, such as designer apparel and leather goods.

As for The Collective, Saks is unlikely to open additional standalone shops for the concept, but does plan to bring the contemporary concept to its network of department stores. At its Fifth Avenue flagship, for example, The Collective will be found on 5th floor once ongoing renovations are complete.

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