

RETAIL

Saks emphasizes high-level service, opens dedicated men's store

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Promotional image for Saks Downtown Men's

By STAFF REPORTS

Department store chain Saks Fifth Avenue has brought its modern menswear approach downtown in its third New York outpost.

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Saks' new 16,000-square-foot store, referred to as Saks Downtown Men's, is located at 250 Vesey Street at the northern end of upscale shopping center Brookfield Place. New York's downtown neighborhood is currently undergoing a period of revitalization due to mass and high-end retail development and a number of well-known businesses relocating offices from Midtown to in, or nearby, One World Trade Center.

Man about downtown

The Saks Downtown Men's store will carry men's fashions brands along with footwear and accessories from more than 100 designer and contemporary labels, some of which will be exclusive to the retailer.

Saks will also focus on showcasing technology with a wall near its southern entrance that will display designer electronics and accessories side-by-side with shoes, handbags and eyewear. Additional categories include apothecary and fragrance offerings.

"Out downtown New York men's store will be the first of its kind, fusing the in-store and digital experiences to create an all-channel store geared to the lifestyle needs of the downtown man and the way he shops," said Marc Metrick, president of Saks Fifth Avenue, in a statement.

"With this opening, we are cementing Saks as the destination for men," he said.



Saks Downtown Men's shoe department; photo by Romer Pedron for Saks Fifth Avenue

Designed as a experiential shopping destination, Saks is using the space to emphasis service.

For example, the store's northern entrance houses a reimagined Fifth Avenue Club for private styling consultations. The Club includes three private rooms all fitted with interactive mirrored screens that allow clients to view made-to-measure requests in real-time.

Consumers will have the option to select fabrics, linings, buttons, personalized embroidery and other details. The labels of the bespoke designs will read Saks Fifth Avenue x YOU, a program the retailer will debut first at Saks Downtown Men's before expanding to additional locations.

The Fifth Avenue Club also offers a "Power Lunch," where consumers can enjoy a private style consultation and an express grooming experience.

Additional service offerings at Saks Downtown Men's include the Leather Spa at Saks for on-the-go service and repairs for shoes and leather accessories. The Saks Save Me hotline is also available for quick solutions for fashion emergencies such as a missing button, while the Saks At Your Service Mercedes-Benz Sprinter serves the New York Metro area to bring Saks' styling to a consumer's home, hotel or office.

In spring, Saks will open the SHARPS Barber and Shop, a barber shop with an in-store FIKA Coffee Bar.

Saks opened a women's store equivalent in September 2016. The Saks women's store is located at 225 Liberty Street, on the south side of Brookfield Place ([see story](#)).