

RETAIL

Saks' The Vault completes standalone trifecta in Greenwich, CT

May 5, 2017



Saks Fifth Avenue's The Vault jewelry store in Greenwich, CT; All article images courtesy of Elaine and ChiChi Ubia Fairfield County LOOK for Saks Fifth Avenue

By JEN KING

Department store chain Saks Fifth Avenue has opened its first dedicated jewelry boutique in Greenwich, CT.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With the opening of The Vault, the retailer now operates four Saks Shops in the affluent Connecticut suburb, located not far from its headquarters in New York. Department stores have seen a decrease in sales and foot traffic as online shopping becomes more common, and as a result, retailers have turned to alternative formats of showrooming to capture consumer attention.

Saks' jewelry box

Saks Fifth Avenue The Vault is located at 200 Greenwich Avenue, nearby to the recently opened storefronts dedicated to contemporary clothing and shoes. The Vault is across the street from the original Saks Fifth Avenue women's shop at 205 Greenwich Avenue.

Designed by Saks' store design and planning team in collaboration with FRCH, The Vault has approximately 6,000 square feet of selling space. The shop will carry the world's most exclusive jewelry in a boutique environment.

Saks and FRCH designed the selling space to evoke a strong residential feel, indicative of the affluent suburb surrounding the store.

As with the other nearby Saks Shops, The Vault was designed with metal tones such as bronze and copper to create a sophisticated selling space. The Vault is finished with neutral and modern elements such as handcrafted wall coverings and crystal chandeliers.



Saks Fifth Avenue's The Vault jewelry displays in Greenwich, CT

The Vault's flooring of antique mirrored and polished bronze panels adds to the store's vibrant yet warm and inviting ambiance.

In addition to display areas for fine jewelry, The Vault will also service pieces at its repair and cleaning stations. The Vault's sales associates will also be on hand to assist consumers looking for a special piece.

The Vault offers a pair of private jewelry viewing rooms for consumers looking for a personalized and discreet shopping experience.

Saks At Your Service is also available at The Vault. The service offers complimentary delivery of purchases to a consumer's preferred location.



Engagement ring statue seen at Saks Fifth Avenue's The Vault in Greenwich, CT

As Saks' first shop dedicated entirely to fine jewelry, the retailer's brand partners are celebrating the opening with

speciality and rare pieces, available for a limited-time in-stores. For example, de Grisogono will sell a pair of \$2 million diamond earrings at The Vault.

Also, Chopard will display a \$200,250 diamond bezel timepiece and Bulgari has selected a diamond Serpenti wrap bracelet, priced at \$99,000, for sale at Saks' The Vault.

In addition to de Grisogono, Chopard and Bulgari, The Vault will also carry jewelry designs by Graff, Marco Bicego, Marina B, Noor Fares, Pomellato, Repossi and others. A number of the jewelers available at The Vault are Saks exclusives in the Greenwich market.

Saks nearby

Although Saks' flagship is in New York, the retailer has turned to nearby Greenwich as a testing ground for new in-store strategies.

Earlier this year, Saks Fifth Avenue redefined its contemporary offerings by opening the doors to its new speciality store concept, The Collective.

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 ([see story](#)).

In 2016, Saks opened its 14,000-square-foot 10022-SHOE shop, 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](#)).

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.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.