

RETAIL

Saks' 10022-Shoe turns 10 with exclusives, bespoke events

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Chloe's Nellie shoe is available at Saks' 10022-SHOE. Image credit: Saks

By STAFF REPORTS

Department store chain Saks Fifth Avenue is celebrating the tenth anniversary of its 10022-Shoe Salon with exclusive footwear styles.

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Originally found only at the New York flagship, Saks opened its pioneering footwear department in 2007 to emphasize the category. When 10022-Shoe opened, the United States Postal Service gave the floor its own zip code due to the department's size.

A whole lotta shoes

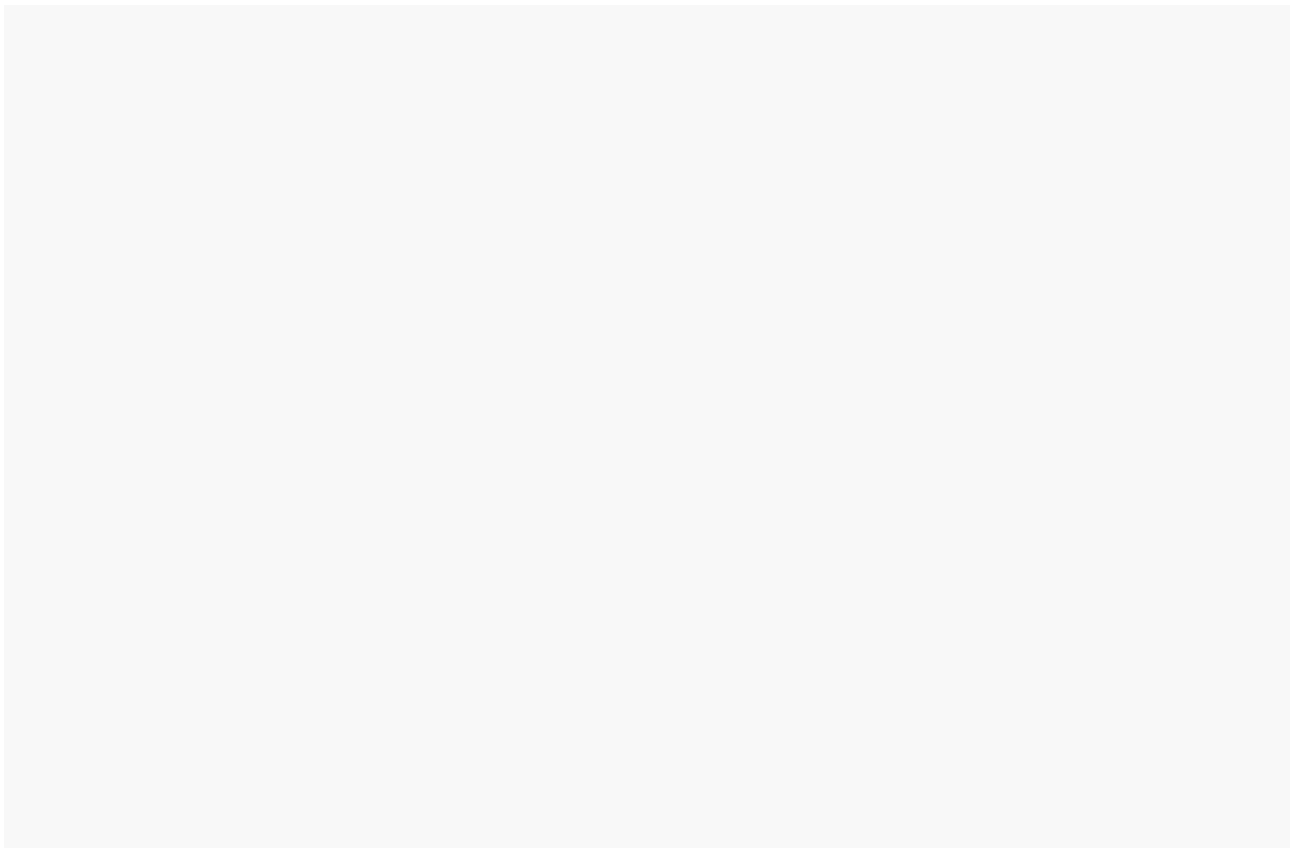
A decade later, Saks has expanded the 10022-Shoe concept to 25 locations in the United States and Canada.

Saks' most-recent 10022-Shoe opening was last year's debut of a standalone footwear boutique in Greenwich, CT. Part of The Saks Shops Greenwich collection, the store is joined by concept shops from other categories ([see story](#)).

The department is home to 110 designer brands, a list that has more than doubled since the 2007 opening. Saks' 10022-Shoe holds as many as 200,000 pairs of shoes.

On average, Saks sells 850,000 pairs of shoes per year, which calculates to approximately 8.5 million over the course of a decade.

Jimmy Choo, Christian Louboutin, Chanel, Dior, Saint Laurent and Gucci have all been present in 10022-Shoe since 2007.



Supercharge your summer wardrobe with these electric sandals from @JimmyChoo. #10022Shoe // Link in bio.

A post shared by Saks Fifth Avenue (@saks) on Jun 18, 2017 at 2:16pm PDT

To celebrate the tenth anniversary of 10022-Shoe, Saks will offer consumers exclusive styles and made-to-order programs.

Styles from brands such as Aquazzura, Gucci, Giuseppe Zanotti, Valentino and Gianvito Rossi will be among the more than 75 exclusives available for the month-long celebration of 10022-Shoe.

Saks will host 12 exclusive made-to-order programs with brands such as Prada, Alexandre Birman, Manolo Blahnik, Nicholas Kirkwood, Roger Vivier and Jimmy Choo participating.

Within its New York flagship's store windows, the retailer will place 16 designer "Happy Birthday 10022-Shoe" cakes. The window displays have been designed by Valentino, Gianvito Rossi, Gucci and Prada, among others.



Valentino's 10022-Shoe birthday cake window display at Saks' New York flagship. Image credit: Saks Fifth Avenue

Also, from Aug. 17-20, Saks will host a visual installation at the New York flagship titled "10 Galleries: A Decade of Shoes." The installation will promote exclusive footwear and a decade worth of trends through interactive touchpoints.

"The strength and growth of 10022-Shoe over the past 10 years is a testament to Saks' commitment to the footwear category as well as our customers' desire for the depth and breadth of our designer and emerging designer shoe assortment," said Tracy Margolies, chief merchant at Saks Fifth Avenue, in a statement.

"10022-Shoe is a landmark for shoe lovers in New York and around the world for one-of-a-kind merchandise and experiences that they cannot find anywhere else – a core principle of Saks' identity," she said.