

RETAIL

## Saks puts focus on outerwear for Calgary opening

February 23, 2018



*Saks Fifth Avenue has opened in Calgary. Image courtesy of Saks Fifth Avenue*

By STAFF REPORTS

Department store chain Saks Fifth Avenue has opened in Calgary, Alberta, marking the retailer's third opening in Canada.

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Located within the CF Chinook Centre, Calgary shopping center, Saks' 115,000-square-foot store carries men's and women's fashion, accessories and shoes. After opening its first Canadian stores in 2016, the retailer has been expanding in the country, with a Montreal, Quebec opening also slated for 2018 ([see story](#)).

"Our strategy for all stores in North America is to create one-of-a-kind experiences for our clients this is what we call 'The New Luxury,'" said Marc Metrick, president of Saks Fifth Avenue, in a statement. "This is an experience clients cannot get anywhere else and we look forward to joining the Calgary community."

### Coming to Calgary

Saks Calgary carries products for men and women across two levels.

Outerwear is a key focus of the apparel offerings, with brands such as Canada Goose and Mackage featured. The store's second floor also houses a fur salon.

On the store's first level is Saks' 10022-Shoe concept, as well as a selection of handbags and accessories from labels such as Alexander McQueen, Manolo Blahnik and Balenciaga. Saks Calgary also boasts a beauty department selling cosmetics, apothecary and fragrances.

"Saks prides itself in offering the best brands and styles in a curated and distinctive point of view, known as the 'Saks Edit,'" stated Tracy Margolies, chief merchant at Saks Fifth Avenue, in a statement. "Saks Calgary boasts a luxury footwear selection as well as exclusive beauty brands such as Maison Francis Kurkdjian, Ex Nihilo and Chantecaille, among others.

"This distinct edit, coupled with our exceptional services, will establish Saks as the Calgary shopping destination," she said.



*Saks Calgary is the retailer's third Canadian store. Image courtesy of Saks*

Consumers shopping at Saks Calgary can take advantage of such services as private jewelry viewing rooms, beauty treatment rooms and shopping suites. In addition, the retailer will open an in-store dining concept and salon this year.

To create the environment at Saks Calgary, store planners from Hudson's Bay Company worked with Stantec on interior design. Complementing mixed-metal fixtures and a muted color palette are custom and purchased furniture and accessories.

Heralding the store's opening, Saks is displaying works from local artists in its store and window displays. The art sourced from Newzones Gallery of Contemporary Art and Christine Klassen Gallery will be up through February.

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