

JEWELRY

Saks Fifth Avenue jewelry department joins beauty on second floor

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Saks Fifth Avenue's Jewelry on 2; Image credit: WWD.

By STAFF REPORTS

Department store Saks Fifth Avenue is acting on its belief in a strong future for the jewelry sector with a flagship renovation.

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Saks Fifth Avenue at its flagship location in New York has unveiled a newly design jewelry department. Much like the future of its beauty section, its jewelry will be moved off of the first floor.

Investment and renovation

Relocating from the ground floor to the second, Saks' jewelry department has gotten a much-deserved makeover.

While the move is indicative of what Saks believes will be an upward swing for jewelry, it is also to make room for a renovated handbags, accessories and leather-goods department.

The new accessories department will occupy the entire first floor.

Saks also revamped its approach to the beauty category by investing in experiential retail.

Per WWD, Saks announced plans to relocate its beauty and fragrance department from the ground floor of its flagship location to the second story as well. Expected to be inaugurated in May, Saks' "Beauty 2.0" is not just a physical relocation of the beauty department, but a restructuring of how the retailer sells personal care and interacts with consumers ([see more](#)).

Saks' new jewelry department, named Jewelry on 2, will offer jewelry priced up to hundreds of thousands of dollars.

Two VIP rooms are also featured within the new design, and spaces to accommodate a variety of events, including "piercing parties."



Saks Fifth Avenue's new jewelry department; Image credit WWD.

"Jewelry is an emerging category for Saks, one we believe we can become a headquarters for," said Marc Metrick, president of Saks Fifth Avenue to Women's Wear Daily. "Right now, we're hyper-focused on the right product assortment combined with the right experience, spanning all categories and across channels.

"With the multiyear renovation of our New York flagship, including Jewelry on 2, we hope to yield a much richer, rewarding and engaging experience for our clients," he said. "It is the new luxury.

"Jewelry on 2 is much more than simply a shop it is a destination, inclusive of an exceptional product assortment, unique experiences and high-touch associate connectivity."

As part of its growing investment in jewelry, the Saks Fifth Avenue flagship location is in the works to build its own version of The Vault, its standalone high jewelry store in Connecticut.

The flagship version of the vault will be located in the basement and feature extremely high priced merchandise from brands such as Chopard.

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