

RETAIL

Cartier sues Saks over its remodel

October 5, 2018



Cartier is one of France's best-known jewelers. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier believes that Saks Fifth Avenue's new department store floor model is damaging its business and is fighting back with a lawsuit.

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

The department store attempted to end Cartier's five-year lease at the New York flagship in addition to its new remodel years early. The jeweler is seeking \$40 million in damages, according to *Women's Wear Daily*.

Cartier versus new retail

Cartier filed the suit in a local New York court for damages related to the extensive remodel.

"Saks' actions were undertaken in bad faith for the purpose of harassing Cartier and interfering with its ability to operate in the Cartier department in the Cartier location and constitute a breach of the covenant of good faith and fair dealing," said Cartier in the complaint.

However, Saks' business model is focused on renovating and innovating the in-store shopping experience, as traditional retail models no longer seem appropriate.

Cartier's issue with the new model is that it will no longer be located on the ground floor, which will now focus on leather goods and accessories.

The department store acted on its belief in a strong future for the jewelry sector with a flagship renovation.

Saks Fifth Avenue's 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 ([see story](#)).



Saks' new jewelry concept in its New York flagship. Image credit: Saks

The jeweler signed its lease in October 2016, believing that the coveted location is an important part of the Cartier business thanks to its exposure to foot traffic.

Saks allegedly reassured Cartier that its lease would not be affected after renovations started, claims the jeweler. However, the complaint says that debris and dust from construction put its business and the health of its workers in danger, as well as affecting foot traffic and sales.

After Saks announced its plans to open the new jewelry floor, Cartier refused the offer to move.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.