

FRAGRANCE AND PERSONAL CARE

Saks hosts beauty podcast to further position in sector

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Where Brains Meet Beauty host Jodi Katz and *The Class* by Taryn Toomey founder, Taryn Toomey. Image credit: Gustavo Campos

By STAFF REPORTS

Saks Fifth Avenue is continuing its competition against other department stores to be an authority on beauty as the sector becomes more fruitful with an auditory endeavor.

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After a significant renovation elevated its beauty department and moving it to the second floor ([see story](#)), Saks has been invested heavily into this sector and is even hosting an in-store podcast. The department store has had competition with many other luxury stores, who have also seen the potential in beauty.

Saks meet beauty

"Where Brains Meet Beauty" is an established podcast with thousands of downloads per episode, according to the production team. It will now host its show once a month in Saks' new Beauty 2.0 department, while events are taking place.

Host Jodi Katz will conduct in-person interviews with experts during Saks events.

Fitness expert and founder of *The Class* Taryn Toomey will act as Ms. Katz's first guest on the new Saks' episode, which launched on Jan. 23.

Nest founder Laura Slatkin and cosmetics maker Trish McEvoy and others will be guests on upcoming episodes.

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This week's @wherebrainsmeetbeautypodcast is LIVE!!! Listen while it's hot! @TarynToomey is the founder of @TheClass, a mind-body fitness experience so unlike anything else, it simply was known as "the class". In this episode, hear how she traded a career in fashion for one in fitness and mindfulness, how an experience with grief created the beginnings of this unexplainable workout and the steps you can take right now to live more mindfully and authentically. This is the first of our monthly live recording events as Podcast in Residence at @Saks Fifth Avenue New York City. #wherebrainsmeetbeauty #beautypodcast #taryntoomey #theClass #saks #podcast

A post shared by Where Brains Meet Beauty Pod (@wherebrainsmeetbeautypodcast) on Jan 23, 2019 at 11:18am PST

Where Brains Meet Beauty Instagram

"Curiosity and the aspiration to learn more about the people within my industry, not just their success story, but their authentic human story, is what drove me to launch Where Brains Meet Beauty," said Jodi Katz, founder and host of Where Brains Meet Beauty, in a statement. "I am thrilled to collaborate with industry-leader Saks Fifth Avenue as we enhance my listeners' experience and offer the opportunity to engage firsthand with their beauty industry role models.

"The innovative Saks Fifth Avenue beauty floor, which brings together the best in brand assortment and experiences, is the perfect launch pad for what's next for the podcast," she said.

Department store chain Neiman Marcus also just put further emphasis on beauty as it rolls out new services in partnership with Hudson Blvd Group.

Starting with the retailer's Short Hills, NJ location and upcoming Hudson Yards store in New York, Neiman Marcus will be offering shoppers access to everything from blowouts to nail art. Increasingly, the department store is serving as a venue for more than shopping, as retailers look to build experiences that encourage dwell time and foot traffic ([see story](#)).