

RETAIL

Saks hosts beauty summit in experiential push

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Saks is hosting a beauty and wellness summit. Image credit: Saks

By STAFF REPORTS

As retailers look to make shopping more experiential, department store chain Saks Fifth Avenue is delving into beauty and wellness with an event that connects consumers with experts.

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The Saks Iconic Beauty & Wellness Summit will be held on May 2 at the retailer's flagship store, with master classes, fitness sessions and mingling. Lately, wellness has been a key theme for luxury retailers, as fitness and well-being becomes a status symbol of its own.

Fitness and beauty

Saks is offering consumers three different sessions, all of which cost \$50 per person and come with a gift card and add-ons such as a water bottle and tote bag.

In the morning, author and Mind Brain cohost Hilaria Baldwin will be leading a yoga class. Ms. Baldwin will then sit down with *Glamour* editor in chief Samantha Barry for a fireside chat.

The same session will also include a breakfast and Q&A with the Saskara life founders and a master class on fragrance making with Aerin Lauder.



Aerin Lauder will be at Saks for the summit. Image credit: Aerin

Later in the day, Saks is offering a workout session with The Sculpt Society founder Megan Roup. The afternoon session will also include a cocktail session that introduces Eric Buterbaugh's latest fragrances.

In the evening, makeup artist Pati Dubroff will be on-hand to offer a master class in red carpet beauty. Attendees will also be able to meet Ms. Dubroff during cocktails after.

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.

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 from many other luxury stores, who have also seen the potential in beauty ([see story](#)).

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