

REAL ESTATE

## Saks Fifth Avenue offers in-residence retail amenity to top New York residential development

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*A Centrale residence overlooking New York's Chrysler Building. Image courtesy of Ceruzzi Properties*

By STAFF REPORTS

Department store Saks Fifth Avenue has collaborated for the first time with a luxury residential development to offer exclusive perks, collection previews, personal shopping and consulting services to building residents.

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The deal, with Ceruzzi Properties, is for the developer's The Centrale property in New York. The development is close to Saks Fifth Avenue's flagship store on Fifth Avenue across from Rockefeller Plaza.

The collaboration the first of its kind for the retailer encompasses everything from access to exclusive perks and collection previews to an array of personal shopping and consulting services extended from Saks to building residents.

Saks will offer the services as an in-residence amenity at [The Centrale](#).

The retailer will also offer residents with onsite preparation for black-tie events and galas, birthday parties and business meetings.



*Interiors of The Centrale in New York. Image courtesy of Cenuzzi Properties*

As an added benefit, Centrale residents have access to The Fifth Avenue Club's private styling and personal gift shopping through a Saks Fifth Avenue hotline available round the clock. The Centrale concierge will make arrangements, appointments and complimentary deliveries at the convenience of the residents.



*Centrale outdoor area. Image courtesy of Cenuzzi Properties*

Another benefit to Centrale residents is exclusive access to in-house fashion shows, seasonal fashion forecasts, fine jewelry presentations and top beauty experts.

The collection previews will include fashion brands such as, Dior, Chanel, Gucci, Prada, Fendi, Oscar de la Renta and Saint Laurent, as well as jewelry lines from Bulgari, Chopard, Cartier and De Beers. Also featured will be luxury beauty brands such as La Mer, YSL, Tom Ford and Dior.

Saks will support the residents' preferred charities by creating unique programs such as shopping events where 10 percent of purchases can be donated to the charity of choice or creating unique gift bag items.

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