

RETAIL

Saks turns stores to fulfillment centers for Mother's Day orders and returns

May 6, 2020



Saks Fifth Avenue flagship store in New York across from Rockefeller Center. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Saks Fifth Avenue has debuted a Mother's Day initiative that is part of its larger reimaged shopping experience, using the retail doors as fulfillment centers for white-glove delivery service.

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Core to that is the personalization, particularly in delivery of merchandise as consumers are mostly locked down in the United States and Saks retail doors shut, but not online or via phone.

"Saks is working to set the standard for a safe and comfortable shopping experience for our customers," said Emily Essner, senior vice president of marketing and digital at Saks, New York.

"We've created additional services focused on our strategy of personalization and ease to provide the best possible experience to fulfill our clients' needs," she said.

Mum's the word

How it works is simple.

Saks clients receive an email with its [gift guide](#) allowing them to place an order with their preferred sales associate or via conciierge@s5a.com. They can also request personalized items not in the gift guide.

All orders will be fulfilled by the department stores closest to the customers and delivered via the Saks van.

Orders have to be placed before 10 a.m. on Friday, May 8 for guaranteed delivery by end of May 9.

The Saks stores in New York will handle regional delivery including to the Hamptons. Other stores in Los Angeles, Houston, and Miami including Bal Harbor, Dadeland and Brickell will handle fulfillment for orders from their neighborhood.

A similar arrangement exists in Toronto, where Saks parent Hudson's Bay Company is based.



Saks Fifth Avenue's Mother's Day Gift Guide. Image credit: Saks Fifth Avenue

Retail detail

Meanwhile, Saks is working on other bricks-and-mortar enhancements as the retailer prepares to reopen stores once local governments give the go-ahead.

For example, once stores reopen in each city, customers can make an appointment to shop before or after public store hours. Dressing rooms can be prepared with looks based on their preference.

For customers wanting to shop from their home, a Saks style advisor can send personalized, digital look books or they can schedule a FaceTime or Zoom appointment to shop any of its stores, including enhanced abilities to digitally shop the New York flagship location on Fifth Avenue across from Rockefeller Center.

Saks is also offering curbside pickup for merchandise bought online or virtually, curbside returns and dedicated return desks on the stores' main floors at select stores.

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