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Saks Fifth Avenue taps NuOrder platform to redo buying and merchandising

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Saks Fifth Avenue's use of NuOrder's cloud-based wholesale buying platform will allow for better collaboration with its vendors, drive inventory efficiency and ensure merchandise effectiveness across all touch points. Image credit: Saks Fifth Avenue, NuOrder

By LUXURY DAILY NEWS SERVICE

Saks Fifth Avenue has partnered with wholesale ecommerce platform NuOrder to streamline the U.S. department store chain's buying process and merchandising approach.

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The New York-based retailer will use NuOrder's technology to digitally curate and deliver a fresh merchandise assortment across the apparel, footwear and accessory verticals. Saks is part of Toronto-based Hudson's Bay Co.

"We have been evolving our merchandise strategy to continually deliver the best edit for our customers, when and where they want it," said Saks chief merchant Tracy Margolies in a statement.

"While these efforts have been underway for some time, the current environment has given us the opportunity to accelerate our plans," she said.

"Our adoption of NuOrder's data-driven platform is an important step in our strategy, enabling us to better collaborate with our vendor partners, drive inventory efficiency and ensure merchandise effectiveness across all touch points."

Los Angeles-based NuOrder is already working with Saks rival Nordstrom in a deal announced November 2018 for a similar digital wholesale buying process through the cloud ([see story](#)).



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

Buy in

Via NuOrder's ability to present the full seasonal market buy in a visually easy-to-use presentation, this technology will let the Saks buying team to more efficiently identify merchandising opportunities aligned with seasonal trends and customer expectations.

Saks will use **NuOrder's** technology across its buying, planning, digital and marketing functions for a more data-driven approach in decision making, forecasting and performance analytics.

Also, **Saks** vendors will have access to a more streamlined and integrated selling experience through the use of centralized, digital linesheets and catalogs, as well as the ability to collaborate in real-time, NuOrder said.

"By adopting technology to visualize the product assortment right down to the store level, it will help push Saks and their vendor partners forward," said Olivia Skuza, cofounder and co-CEO of NuOrder, in a statement.