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Saks Fifth Avenue unveils new and improved site

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Saks Fifth Avenue has rolled out its new website. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

U.S. department store Saks Fifth Avenue is progressing the standard of luxury ecommerce with its new site.

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This is the first comprehensive website replatforming and redesign from **Saks** in the last five years. Using Salesforce Commerce Cloud, saks.com now emphasizes fashion, convenience and personalization while ensuring flexibility for future enhancements.

"As luxury consumer shopping habits evolve, Saks is meeting our customers where and how they want to shop and experience the best in fashion and beauty," said Emily Essner, chief marketing officer at Saks, in a statement. "With that, we are making strategic investments across all channels including our online experience to solidify our position as the go-to luxury shopping destination."

"With the new saks.com, we are able to deliver a seamless, personalized experience while offering our fresh, fashion-forward perspective," she said. "We look forward to welcoming customers to our revamped digital flagship."

Site lift

The site now allows customers to add items directly to their cart or "Wish List" from a variety of products, while product pages now feature a stylized "Complete the Look" section with the ability to add items directly to cart. Additional filtering options, such as buy-online-pickup-in-store (BOPIS), same-day delivery, preorder and currently available are also offered to provide a more convenient shopping experience.

Saks continues its focus on solidifying its reputation as a luxury fashion retailer by offering the best curated assortment with the latest trends from emerging and established designers and brands. The new website features a more prominent "New Arrivals" page, a more extensive "Edit" section with shoppable editorial content and a "Designer Spotlight" section.

Saks.com provides tailored product recommendations and curated content, including segmented homepage tabs and navigation for women and men. A dedicated space on the new site for men's business will allow Saks to better serve its men's customers.

In June, Saks Fifth Avenue partnered with wholesale ecommerce platform NuOrder to streamline the U.S. department store chain's buying process and merchandising approach. The New York-based retailer announced it would use NuOrder's technology to digitally curate and deliver a fresh merchandise assortment across the apparel, footwear and accessory verticals ([see story](#)).

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