

FRAGRANCE AND PERSONAL CARE

Saks becomes exclusive wholesale partner for Chanel Factory 5 collection

July 7, 2021



Saks will be offering several immersive in-store installations throughout its New York City flagship to promote the Chanel Factory 5 collection. Image courtesy of Luis Guilln for Saks

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is continuing its celebration of 100 years of Chanel No. 5 with an exclusive partnership with U.S. department store chain Saks Fifth Avenue.

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Saks is the wholesale partner for the launch and will be carrying Chanel's Factory 5 collection, which includes 17 limited-edition beauty products inspired by everyday objects. Chanel is also taking over the Saks Fifth Avenue New York flagship with a visual display in the famed center six windows.

"We've created a unique shopping experience that excites and educates our customers about the Chanel Factory 5 collection," said Kate Oldham, senior vice president and general merchandise manager, beauty, jewelry and home at [Saks](#).

"Chanel Factory 5 injects fun and whimsy into one of the most iconic scents in the world, and we wanted to emulate that feeling in the New York flagship store," she said.

Celebrate No. 5

In a continued celebration of an iconic fragrance in a unique fashion, Saks will also offer three immersive in-store installations throughout the flagship, including a Chanel Factor 5 pop-up experience where shoppers can interact and shop the Chanel Factory 5 products.

Fifteen additional Saks Fifth Avenue stores throughout the United States will hold similar installations promoting the Chanel collection.



Chanel is also taking over the Saks Fifth Avenue New York flagship with a visual display in the famed center's six windows. Image courtesy of Luis Guilln for Saks

Exclusive content from the partnership will be posted across Saks' digital platforms, including The Edit. There will also be an influencer partnership with Young Emperors, a French visual artist duo.

In continued celebration for the 100 years of the iconic No. 5 fragrance, the Factory 5 collection is also available on [chanel.com](https://www.chanel.com) and in Chanel boutiques.

Last month, Chanel announced The Factory 5 collection which includes bath tablets, shower gel, body cream and more. Each product's container features Chanel's black and white color code, with the line launched worldwide on June 29 ([see story](#)).

"Chanel and Saks Fifth Avenue are two iconic names in luxury, each with a long history of providing the best merchandise and service in the world," Ms. Oldham said.

"With the takeover of our New York flagship store windows, multiple in-store installations and compelling digital content, we are enabling our customers across the country to connect with the Chanel Factory 5 experience at Saks," she said.

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