

RETAIL

Saks introduces new services to elevate customer holiday experience

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Saks wants to ensure an easy, enjoyable holiday season for its customers. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Saks is taking steps to bring customers a memorable holiday season, including new unique experiences and services.

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According to the retailer's Luxury Pulse survey, this year consumers are planning to shop earlier, dress for casual gatherings and give the gift of fashion. To meet these demands, Saks is bringing a robust selection of luxury merchandise to its site and seamless shopping services to provide ease this holiday season.

"Since the beginning of the year, our team has been working to prepare for the ever-important peak holiday season," said Marc Metrick, CEO of Saks, in a statement. "As the year progressed, it became clear that customers would be ready to celebrate with gifts and gatherings.

"Knowing this, we went big this season, investing in an unmatched assortment of luxury fashion, beauty and lifestyle products," he said. "We're ready to meet our customers' holiday shopping needs and look forward to delivering all that they need for everyone on their list."

Holidays at Saks

The retailer's survey revealed that 33 percent of consumers started holiday shopping as early as October followed by 23 percent who will start in November before Thanksgiving.

Nearly 50 percent of customers said that clothes and accessories are their most wanted items for gift giving and receiving, followed by beauty and fragrance (35 percent).



As part of its holiday experience, the retailer is offering customers the chance to watch the Rockefeller Tree lighting. Image credit: Saks

In terms of holiday attire, 45 percent of luxury shoppers will purchase new clothing for gatherings, with nearly half of those respondents embracing elevated casual looks for these occasions.

Saks made a significant inventory investment to ensure it is able to meet anticipated high fashion demand throughout the holiday season.

To help customers navigate holiday shopping, Saks released its annual holiday gift guide, which features a curated selection of women's, men's and kids' apparel and accessories, jewelry, beauty and fragrance and home categories.

The guide also includes once-in-a-lifetime experiences, such as a specially curated weekend trip to New York to see the Rockefeller Center Tree Lighting ceremony from the rooftop of the Saks Fifth Avenue flagship store, a custom piece of jewelry created by designer Sharon Khazzam and a custom ready-to-wear by Jason Wu and more.

Saks is offering services to ensure a seamless shopping experience, such as Saks stylists, gift concierges, BOPIS services and Manhattan same-day delivery.

Earlier this month, Saks kicked off the holiday season with virtual experiences to engage consumers. Saks Live, the virtual event platform that debuted on Saks.com earlier this year, will host a dozen events through the holiday season centered on gift-gifting and festive fashion ([see story](#)).

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