

APPAREL AND ACCESSORIES

Saks launches wellness shop to meet health needs

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A selection of products included within The Wellness Shop on Saks.com. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

Ecommerce platform [Saks](#) is announcing the opening of its wellness shop on [Saks.com](#).

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The wellness shop revolves around four key pillars: fitness, health and nutrition, sexual wellness and rest and relaxation. The shop will promote a holistic approach, featuring a wide array of products from more than 100 brands.

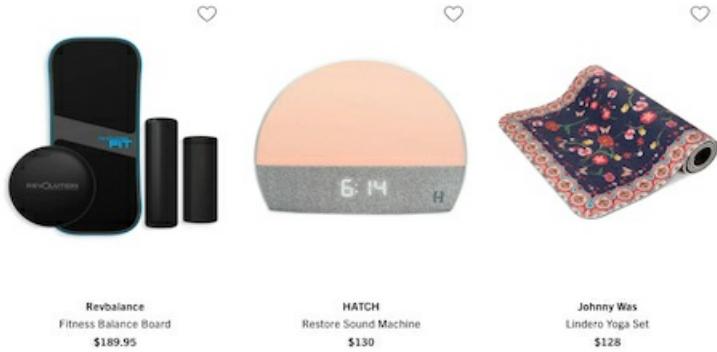
"Saks is thrilled to expand our array of wellness offerings, solidifying our position as the ultimate luxury retailer," said Tracy Margolies, chief merchandising officer at Saks, in a statement.

"A holistic, all-encompassing approach to health is essential," she said. "With the addition of this new shop and products, we are now able to serve multiple aspects of the luxury customers' lifestyle, from fashion to wellbeing."

Saks wellness

Each pillar of the wellness shop will have a wide array of offerings. For fitness, consumers will have access to an expanded range of men's and women's athletic apparel, shoes and accessories.

Heading to health and nutrition, shoppers will be able to find vitamins and supplements, protein powders, kitchen technology and more.



Additional offerings from the new Wellness Shop from Saks. Image credit: Saks

In the sexual wellness area, shoppers can find personal care and technology items for sexual wellbeing, intimate products and menopause therapy devices.

To round out offerings with rest and relaxation, Saks is offering mindfulness tools, sleep products and aromatherapy.

In celebrating the launch of its wellness shop, Saks is promoting a wellness-themed Edit article with product recommendations. Saks is also hosting Saks Live events from Jan. 11 to Jan. 18, featuring wellness experts.

The events range from exercise activities to aromatherapy practices and more.

Last March, Hudson's Bay Company separated the ecommerce site for U.S. department store chain Saks Fifth Avenue into its own entity as luxury ecommerce continued to grow.

With a \$500 million minority equity investment from private equity firm Insight Partners, HBC established Saks Fifth Avenue's ecommerce business as a standalone company, called Saks, valued at \$2 billion ([see story](#)).

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