

RETAIL

Saks opens exclusive pop-up shop with Zero Bond

April 5, 2022



Spring looks from Saks will be available at Zero Bond for two days. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is partnering with New York-based private members club Zero Bond to host the club's first invite-only pop-up two-day shopping event.

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From April 5-7, Saks is inviting its top clients to shop from an exciting assortment of Saks.com-exclusive designer merchandise inside of a private suite at the exclusive members-only club. Located in the heart of Manhattan's NoHo neighborhood, the Saks x Zero Bond pop-up event aims to offer an intimate, ultra-luxe shopping experience for its guests.

Exclusive retail

The retailer curated a special merchandise selection for the pop-up to celebrate highlights of its spring offerings, including looks from Bottega Veneta, Versace, Dries Van Noten, Christopher John Rogers, Brandon Maxwell, Khaite and more.

Pop-up activations have become a popular and effective method for brands and retailers to entice consumers to physical stores, especially in the pandemic era.



Saks and Zero Bond are hosting the members club's first-ever invite-only pop-up shopping event. Image courtesy of Virginie Carolina for Saks

U.S. retailer Neiman Marcus launched an exclusive pop-up experience celebrating the Balmain x Barbie collaboration in partnership with the French fashion label.

The Barbie pink pop-up was situated at the Neiman Marcus NorthPark location in Dallas, Texas. Neiman also honored a decade-long relationship with the fashion brand and is the luxury multibrand retailer with the largest assortment of Balmain pieces worldwide ([see story](#)).

Luxury travel retailer DFS Group partnered with LVMH-owned Champagne house Dom Prignon on a pop-up centered centering Oscar-winning actor and singer Lady Gaga.

Stemming from the Champagne house and Oscar-winner's partnership, the pop-up invited consumers to The Queendom, a multisensorial creative experience, featuring a sculpture designed by the entertainer herself. The immersive pop-up was held at T Galleria at DFS, Macau, City of Dreams ([see story](#)).



Saks is embracing ultra luxe-pop up experiences. Image courtesy of Virginie Carolina for Saks

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