

FRAGRANCE AND PERSONAL CARE

## Saks and fragrance subscription service Scentbird launch curated capsule

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*Scentbird has announced a new collaboration with Saks, offering an exclusive lineup of luxury fragrances. Image courtesy of Scentbird*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is bolstering its olfactory offerings with a new perfume partnership.

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The upscale department store has collaborated with monthly perfume subscription box Scentbird to unveil Saks Select, a limited-time-only luxury fragrance destination. The new initiative allows its monthly box subscribers to access a curated collection of Saks' most coveted fragrances.

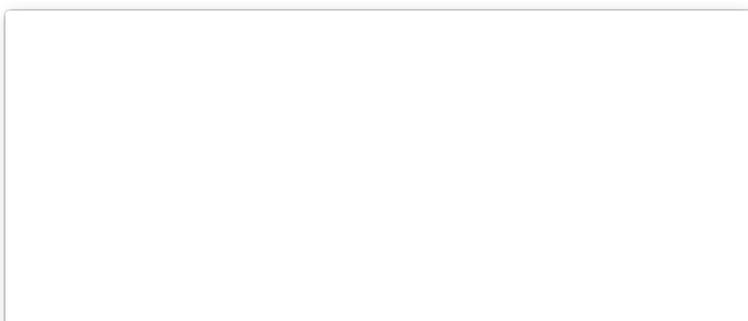
"As the premier destination for luxury fashion, we are continuously personalizing our offering to enhance the shopping experience for our customers," said Kate Oldham, senior vice president and general merchandise manager of beauty, jewelry and home at **Saks**, in a statement.

"Through our partnership with Scentbird, we are delivering a unique fragrance discovery experience that cannot be found anywhere else online."

Saks takes scents

Launched Sept. 15, Saks fans and Scentbird subscribers can now shop over 30 men's, women's and unisex spritzes. With the launch, the startup adds a solid number of luxury brands to its existing 600+ product range.

Saks Select's luxury lineup includes Acqua di Parma, Amouage, Creed, Ex Nihilo, Goutal, House of Sillage, Initio, Paris Sisley, Parfums de Marly, Parfums Prives, Tiziana Terenzi and Veronique Gabai.



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A post shared by Scentbird (@scentbird)

Both entities have engineered a co-branded Saks x Scentbird landing page, where customers are given the option to purchase fragrances in Scentbird's regular 8ml size. Saks Collection limited-edition branded packaging is available for \$10 extra.

Shoppers are also able to purchase a full-size bottle of their choice directly from Saks.com.

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A post shared by Scentbird (@scentbird)

Scentbird brings the subscription model to fragrances, offering monthly product deliveries full of discovery. The company's refillable cases hold 8mL, or roughly 120 sprays, of product.

According to research from Coresight, the premium fragrance market has seen 26 percent y-o-y growth globally. In the United States, that figure skyrockets to 46 percent y-o-y growth ([see story](#)).

The category has shown no signs of slowing, and Saks' latest partnership is strategic in its advantageous approach. For products typically trialed offline, the aforementioned opportunity allows the luxury retailer to expand its

fragrance footprint in the digital realm.

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