

RETAIL

## New Saks, Inspirato partnership offers curated travel perks to luxury clientele

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*The new partnership will empower Saks' thousands-wide stylist network to act as Inspirato brand ambassadors. The move furthers the retailer's commitment to enhancing customer experiences. Image credit: Inspirato*

By LUXURY DAILY NEWS SERVICE

U.S. luxury retailer Saks is leaning into the lifestyle category with a first-time partnership announcement.

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The ecommerce entity has entered into a strategic marketing arrangement with luxury travel subscription service Inspirato the activation is expected to kick into full gear in the second quarter of 2023. Joining forces, the pair are empowering a stylist network of nearly 3,000 to act as Inspirato brand ambassadors, introducing clients to the partner company's curated itineraries in a move that furthers Saks' commitment to enhancing customer experiences all around.

"Saks is committed to providing insider access to the world of luxury through unique offerings and experiences," said Emily Essner, chief marketing officer at **Saks**, New York.

"We're thrilled to partner with Inspirato, which similarly stands for luxury offering the best of luxury travel accommodations and service to their members," Ms. Essner said. "Through this partnership, we're empowered to engage customers with these inspiring travel experiences, while continuing to deliver an amazing luxury assortment."

Entering a new era

Saks' never-ending effort to better serve its customers who, according to the luxury retailer, are increasingly on the hunt for experiential thrills, has culminated in a new travel-focused initiative.

On the heels of a travel-related survey release ([see story](#)), Saks is applying research learnings in real-time, promoting Inspirato offerings both online and off.

"The Saks Luxury Pulse is one of the ways we maintain our deep understanding of the luxury consumer, and it helps to shape how we interact with our customers and tailor our offerings to their luxury lifestyles," Ms. Essner said.

Saks Partners with Inspirato to Bring Luxury Travel Subscriptions to **@saks** Customers

Press Release: <https://t.co/yRkq0h9wTB>. pic.twitter.com/ldzSQTl4QU

Inspirato (@inspirato) March 14, 2023

"Our latest survey indicated that luxury consumers are ready to travel with 72 percent having already booked or planning to book a future trip which reinforced our confidence in this exciting new partnership with Inspirato."

Step-by-step, Saks stylists will first receive comprehensive training on Inspirato's luxury travel subscription offerings as part of the agreement.

The luxury retailer's representatives will then be able to introduce Inspirato's travel lineup to their clients. The partner company's sales team will support the effort internally, while a range of public-facing brand collaborations will aim to boost the operation.

"Saks is the largest luxury e-commerce platform in the country, with a focus on personalized experiences similar to Inspirato, so we are really excited about the strong brand alignment here and the opportunity to continue to build awareness about our offerings," said Brent Handler, cofounder and CEO of [Inspirato](#), Denver.



*The luxury vacation rentals club boasts an impressive collection of exclusive luxury vacation rentals and travel experiences. Image credit: [Inspirato](#)*

"From a customer acquisition standpoint, we believe that leveraging Saks' trusted advisors to introduce their affluent clients to Inspirato should be a highly targeted, efficient way to drive sales of Inspirato subscriptions."

The luxury vacation rentals club boasts an impressive collection of exclusive luxury vacation rentals and travel experiences, listing over 1 million trips in more than 100 destinations around the world, all of which will now be made available to Saks' VIP contacts.

"With our highly curated approach, all of our destinations are obviously great, but since we expect to launch this partnership in May, they may be most interested in adding a summer or fall trip to their calendars," Mr. Handler said.

"We have some amazing luxury residences in The Hamptons with access to the amenities at the recently renovated Canoe Place Inn. The Rocky Mountains are beautiful in the summer and our members love visiting our larger homes in Vail, Beaver Creek, and Aspen," he said. "We also have a variety of choices in the Caribbean ranging from Grand Cayman to Turks & Caicos."

Saks' joint undertaking works both ways, benefiting its partner's member base by way of dedicated invitations to apply for the SaksFirst Card.



*Saks' joint undertaking works both ways, benefiting its partner's member base with dedicated invitations to apply for the SaksFirst Card. Image credit: Saks*

The decision lends Inspirato's guests SaksFirst Rewards Program perks, including access to a variety of VIP benefits

such as complimentary gift cards, participation in Saks Beauty Rewards, invitations to special events and early access to sales, depending on one's status at the retailer.

These customers will be eligible for elevated SaksFirst status levels based on their annual Inspirato spend, giving the crowd a leg up in terms of leveraging previous travel stints on-site and at Saks.com.

Upon launching, Saks and Inspirato also plan to collaborate on multichannel marketing efforts and brand activations. Those interested in exploring options can find comprehensive partnership details at <https://inspirato.com/saks/>.

"We know that travel is an important part of our customers' lives, and we look forward to introducing them to the many benefits that an Inspirato membership offers," Saks' Ms. Essner said.

"As part of our mission to develop lasting and meaningful relationships with our customers, these new travel benefits represent another way we work to tailor our offerings to their lifestyles," she said. "At Saks, we offer the best of luxury, which goes beyond fashion and extends into other areas of the luxury lifestyle such as travel and experiences."

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