

RETAIL

Saks boosts exclusive Jacquemus capsule with in-store installations, VIP engagement

April 17, 2023



An exclusive Jacquemus collection will soon hit the department store chain's New York and Beverly Hills floors. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks Fifth Avenue is ushering in the summer season with a new capsule fit for the French Riviera.

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Executed in collaboration with designer Simon Porte Jacquemus' namesake label, an exclusive collection entitled "t," meaning summer in French, will soon hit floors at the department store chain's New York and Beverly Hills homes on April 20. A special window installation at the latter location, on display from launch day until May 3, will kick off Saks' exercise.

"We are thrilled to partner with Jacquemus to bring this buzzy capsule collection exclusively to Saks customers," said Tracy Margolies, chief merchandising officer at [Saks Fifth Avenue](#), New York.

"Jacquemus' innovative designs and distinctive aesthetic have put the brand at the forefront of the fashion industry, and we know our customers will resonate with this limited-edition collection that exudes confidence and effortless elegance," Ms. Margolies said. "At Saks, we always strive to deliver fresh, fashion-forward merchandise from the most sought-after names in luxury."

Saks x Jacquemus

This Thursday, the limited-edition release bearing brand signatures from the cult-favorite fashion label will arrive at Saks stores on both coasts. Styles are also currently available for pre-order [online](#).

Consisting mainly of men's and women's ready-to-wear, an assortment of handbags and hats, two categories for which the French designer has risen to popularity, will go live alongside apparel selections.

Amid custom reinterpretations of Jacquemus-style wear, a set of canary yellow and natural earth tones unique to the retailer define the drop. A few exciting activations surrounding the spring arrival will work to drum up further excitement.



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On-site, immersive visual displays at Saks Fifth Avenue Beverly Hills will bear input from famed L.A.-based design studio Perron-Roettinger, a firm touting an extensive list of celebrity clients, American entrepreneur Kim Kardashian included. Going live on launch day, the presentation will remain on view until May 18.

In celebration of the pair's partnership, Saks and Jacquemus will also host a private dinner party in Los Angeles on April 20. The resort-influenced capsule arrives as the American retailer continues leaning into the travel category ([see story](#)).

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