

RETAIL

Expanding 'Fifth Avenue Club,' Saks marries private shopping sessions, luxury hotel stays

June 2, 2023



Now, Saks members can partake in immersive-yet-private buying experiences on-site at luxury hotels and resorts across the United States. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Saks** Fifth Avenue is expanding an exclusive service with an experiential launch.

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Embracing personalization, the luxury name is establishing a series of standalone suites under its individualized shopping and styling service, "Fifth Avenue Club." Made possible by way of a partnership with Marriott International's luxury properties, of which The Ritz-Carlton and St. Regis Hotels & Resorts are a part, Saks members can now partake in an immersive-yet-private buying experience in locations across the United States.

"We are thrilled to introduce customers to the next generation of the Fifth Avenue Club at leading luxury destinations across the country," said Larry Bruce, president and head of stores at Saks Fifth Avenue, in a statement.

"Building on the success of our iconic in-store Fifth Avenue Club experience, this innovative new format allows us to expand Saks Fifth Avenue's highly personalized service into new markets and deliver a one-of-a-kind shopping experience tailored to our clients' unique lifestyles."

The suite life

The new Fifth Avenue Club Suites are accessible to locally-based clients, as well as, of course, guests of the participating hospitality brands. Select launch markets include Charleston, Deer Valley, Nantucket, Laguna Beach, Honolulu, Napa Valley, Maui, Orlando and Nashville.

The concept offers styling appointments with professionals, personal shopping, trunk shows and special events. Inside these suites, members receive personalized one-on-one time with specialists.

Fifth Avenue Club members can book a consultation appointment online at saks.com/fifth-avenue-club.



After a remote or in-person consultation with Saks stylists, members can visit a club suite within the participating resorts, where the space is filled with recommended products from the brand. Image courtesy of Saks Fifth Avenue

After an initial meeting, stylists will guide the consultee through a curated array of Saks garments, shoes, accessories and jewelry arranged consciously within the suite, sourced from both online and in-store channels based on the shopper's specific requests, size and unique preferences.

To celebrate the launch, Marriott International a participating brand of the offering hosted a dinner at The Ritz-Carlton in Laguna Niguel on May 31. Guests got a sneak peek at the resort's own Fifth Avenue Club Suite, boasting Pacific Ocean views.

"The Ritz-Carlton, Laguna Niguel served as the perfect setting to celebrate the expansion of the Fifth Avenue Club and our longstanding relationship with Saks Fifth Avenue," said Tina Edmundson, president of luxury at Marriott International, in a statement.

"We are delighted to welcome the Fifth Avenue Club to select hotels and resorts within our luxury brand portfolio and are thrilled to be able to provide our guests and locals alike with the type of bespoke experiences that both brands are known for."

The move is smart, considering the state of regional luxury sales slowdowns in North America. A number of like-minded luxury names have begun granting their top clientele one-on-one perks ([see story](#)).

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