

RETAIL

Saks boosts Brunello Cucinelli menswear exclusives

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The collection's tone capitalizes on current apparel trends, infusing the menswear label's approach to expertly-tailored wear. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Saks** is sponsoring timeless styles with the launch of a collaborative release.

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Italian fashion house Brunello Cucinelli joins the platform for a preppy exercise. The collection's tone capitalizes on current apparel trends, infusing the menswear label's approach with expertly-tailored wear.

Country club classics

Sporty ready-to-wear staples such as knits, sports jackets, outerwear, trousers, hats, footwear and more comprise the Saks-exclusive capsule.

Of the assortment, standouts strike a balance. Grounded in elevated basics, the line's leather Airsole Sneaker runs for \$850, while a linen and wool Plaid Blazer retailing for \$3,295 marries casual fabrications with structured silhouettes.



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The Saks x Brunello Cucinelli items are available now exclusively through Saks.com and at select retail locations.

The seasonal excerpt arrives as Brunello Cucinelli reaches for revenues of \$1 billion by 2024 ([see story](#)). Meanwhile, Saks continues to bolster personal shopping offerings.

Embracing personalization, the department store recently expanded its "Fifth Avenue Club," launching a series of standalone suites under its individualized styling service.

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 purchasing experience in locations across the United States ([see story](#)).

Engaging in buzzy, limited-edition activations with well-established names garnering widespread appeal could steer the retailer in this direction in short order.

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