

RETAIL

Saks, Brunello Cucinelli celebrate latest capsule launch with flagship takeover

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A Fifth Avenue window display and exclusive fragrance drop are among a list of commemorative activations going live this month. Image courtesy of Saks/Luis Guilln Photography

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Saks** and Italian fashion house **Brunello Cucinelli** are ringing in a business anniversary.

Leading with the launch of a new collection on Oct. 17, a Fifth Avenue installation, exclusive fragrance, dedicated digital content and VIP event featuring the luxury clothing brand's founder are among a list of commemorative activations going live this month. The pair are celebrating 25 years of partnership by introducing a themed window display at Saks' New York City flagship as Brunello Cucinelli takes over outposts across five different floors of the department store, adding touches of home and elements of travel throughout.

Championing collaboration

Now available at select Saks Fifth Avenue stores nationwide and on Saks.com, Brunello Cucinelli's capsule consists of ready-to-wear and accessories, the many options arriving in muted tones.

Natural fabrics, neutral colors and classic silhouettes combine metropolitan styles and inspiration from Italy's famed marble works, travertines and pietra serena.

For men, blazers and suits are married with knitwear as corduroy and cavalry twill add texture to pieces such as shawl collar cardigans and joggers.



The Brunello Cucinelli Menswear Shop at Saks Fifth Avenue in NYC. Image courtesy of Saks

On the women's front, timeless silhouettes frame everyday choices, integrating denim, leather, cashmere, shearlings and suedes, among other fabrications fit for the fall and winter seasons.

All pieces are topped with the structured tailoring for which the apparel brand has become known. In-store, a visual takeover modeled to reflect the value of "slow travel" is set to help boost the array.

Five stops along the journey are situated on different floors of the department store, from a retro train compartment on the main level to phone booths in the women's footwear area. A bar cart and waiting room filled with luggage are located on the fourth and sixth floors, respectively.

Following a round of recent renovations at the retail flagship's Brunello Cucinelli shops both the women's and men's spaces are expanded and redesigned with vintage wood elements to reflect an ordinary Italian living room a train dubbed "The Solomeo Express" now chugs through the Saks storefront, the locomotive symbolizing a conduit that connects between the duo's two continents, countries and cities.



The window displays show trains, knitted wares and suitcases. Image courtesy of Saks/Luis Guilln Photography

Both the installation and a debut Brunello Cucinelli fragrance capture the essence of the Umbrian countryside or more, specifically, Solomeo, the medieval hamlet in Italy where the label maintains roots.

In honor of a foray into the world of fragrances, the brand has opted to distribute men's and women's scents with the store, choosing Saks as its exclusive U.S. wholesale partner.

Presenting the new assortment on Saks' second floor, which showcases beauty, Brunello Cucinelli Pour Femme carries notes of vetiver, cedar, chestnut, pink pepper and orange blossom. The release was created by French perfumer Daphn Bugey.



Brunello Cucinelli's exclusive men's and women's fragrances retail for \$210 each. Image courtesy of Saks

Meanwhile, Pour Homme from French perfumer Olivier Cresp evokes cypress, juniper, Italian bergamot, lemon and ginger.

Both priced at \$210, the perfumes are available to purchase on [Saks.com](https://www.saks.com) and at Saks Fifth Avenue stores, hitting the retailer's channels three months before other wholesale partners are able to offer the products.

Digital content will promote the many components of the partnership, depicting the takeover on the Saks website and across social media. On *The Edit*, Saks' editorial page, an interview with Mr. Cucinelli is now live.

The chief executive is also appearing at a private dinner in New York City this evening, toasting the companies' long-standing relationship ([see story](#)).

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