

RETAIL

Saks hosts exclusive shopping event at Fouquet's New York

December 13, 2023



Situated in-suite, the Saks space brings together luxury hospitality and fashion. Image courtesy of Luis Guilln for Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer **Saks** is bringing special merchandise to its most loyal shoppers.

A new partnership invites top clients, as well as Fouquet's New York guests and members, to shop special merchandise at the Parisian-inspired boutique hotel's penthouse suite on Dec. 13. The one-day-only experience continues the expansion of Saks Limitless, the department store's program offering access to unique services, designer exclusives and VIP events.

Penthouse pop-up

At 2,400 square feet, Fouquet's Penthouse spans two floors, counting entertainment and dining areas, an office and three private outdoor terraces among its draws.

Today, the two-bedroom Tribeca residence transforms into a shopping venue, housing women's ready-to-wear, shoes, handbags and accessories sourced from Saks.com.



A range of items spanning categories are available to shop in the suite. Image courtesy of Luis Guilln for Saks

Beauty offerings and children's selections complete the assortment, curated by New York-based stylist Julie Heller.

Enhancing the one-day-only activation, a **Saks Live** broadcast will represent the five-star hotel's first-ever luxury fashion pop-up in the virtual realm.

Ali Bloom, senior stylist at Saks Limitless, will assist Ms. Heller in showcasing top holiday styling picks. The same-day livestream is set to air at 4 p.m.

The Fouquet's New York stop marks one of many recent Saks Limitless launches. In the last two years alone, premiere locations such as Casa Cipriani and Zero Bond ([see story](#)) have hosted similar events.



The event has both digital and physical shopping elements. Image courtesy of Luis Guilln for Saks

In April, the retailer announced plans to uplevel its invite-only program, which currently serves thousands of clients across the Saks Fifth Avenue ecosystem.

“We are excited to see Saks Limitless continue to grow as we deliver highly personalized service and access to once-in-a-lifetime experiences that money can’t buy,” said Mariel Sholem, vice president of client engagement at Saks, in a statement.

“Our recent activations in Dallas and Aspen are perfect examples of how we bring the Saks experience to life in unique and compelling ways that are relevant to our top clients’ lifestyles.”

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