

MARKETING

# Top luxury campaigns of 2023: Saks Limitless

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VIPs enjoyed five-star accommodations at The St. Regis Aspen Resort during Saks Aspen Limitless Weekend in March 2023. Image courtesy of Saks

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By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, *Luxury Daily* is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

## **Top client programs such as Saks Limitless prove popular**

U.S. retailer Saks announced the expansion of a membership network that offers access to unique services, designer exclusives and VIP events in April.

The declaration ushered the initiative, which has helped the digital platform for luxury fashion cater to its most loyal customers, into its next era.



*Saks Limitless hosted a weekend getaway in Aspen this year. Image courtesy of Saks*

Saks Limitless, the invite-only top client program, started 2023 by hosting an alpine getaway in March, granting special guests unique experiences such as magical horse and sleigh rides at Pine Creek Cookhouse, a mountaintop apres ski party at ASPENX Beach Club and guided skiing or snowboarding lessons on Aspen Mountain.

On-demand spa treatments and private shopping appointments with local Aspen jewelry brand, Atlas Fine, plus five-star stays at The St. Regis Aspen Resort and access to the town's members-only Caribou Club, were additionally among the weekend's perks.

Exclusive pop-up shopping experiences at the Joule Hotel in Dallas and most recently, New York City were preceded by alike events at Zero Bond ([see story](#)) and Casa Cipriani in April 2022 and December 2021. Both cities are key markets with burgeoning ecommerce top client demand others include Los Angeles, Houston, Las Vegas and Miami.

Overall, bespoke program benefits include digital and in-person styling and personal shopping services made possible via an exclusive partnership with the Saks Fifth Avenue stores. Highly personalized support, whether the communication preference is for email, social media or in-person at their local Saks Fifth Avenue store, joins complimentary services and perks such as Pre-Order Early Access, Try Before You Buy and surprise gifts for birthdays, holidays and membership milestones, each remaining available throughout the year.



*The Saks Limitless pop-up at the Joule Hotel in Dallas allowed top clients to shop special merchandise within the boutique hotel's penthouse suite. Image courtesy of Saks*

"As the largest luxury ecommerce platform in the U.S., we are committed to serving the full spectrum of luxury customers, especially those who are most loyal to Saks," said Emily Essner, chief marketing officer at Saks, in a statement.

"Luxury consumers are an important part of our long-term growth strategy, and we look forward to building deeper relationships with these customers both online and in-person through our expanded Saks Limitless program.

**Luxury Daily predicts** *that as the industry's sales slowdown pervades, and the challenge of retaining the top five percent of loyalists who account for more than 40 percent of all luxury sales persists, access will become the new currency. Repeat high spenders will turn to players that use exclusivity to deliver value, opting for closed-door membership models, dedicated retail spaces think by-appointment-only salon locations and more. Read more on the Saks Limitless program [here](#).*

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