

RETAIL

# Saks activations premiere at St. Regis Deer Valley

January 29, 2024



*The St. Regis Deer Valley Resort is hosting the retailer's seasonal shopping concept, outfitting a second lounge venue with additional exclusives. Image courtesy of Saks/Pepper Nix Photography*

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By LUXURY DAILY NEWS SERVICE

This winter, U.S. retailer Saks is bringing seasonal luxury to Park City.

Announced Jan. 29, the lobby of The St. Regis Deer Valley Resort now hosts the Saks Winter Shop, which features a curated selection of women's ready-to-wear from Saks Fifth Avenue. The team is also outfitting an aprs-ski destination, infusing The Vintage Room, the hotel's heated pop-up lounge, with its branding for the next few months.

"There is a strong synergy between luxury travel and luxury retail," said John Antonini, SVP and director of stores at [Saks Fifth Avenue](#), New York.

"Through our partnerships with luxury hotels and resorts, we have been able to bring the Saks Fifth Avenue luxury experience to life in some of the most desirable travel destinations across the country," Mr. Antonini said. "We look forward to Saks Fifth Avenue's continued expansion in the luxury travel space through innovative partnerships and reimagined shopping experiences tailored to our customers' lifestyles."

## Winter wonderland

Saks is setting up shop in Utah, placing must-have apparel and accessories in front of guests at the St. Regis.

Its latest luxury travel collaboration is open daily through the end of April.



*The latest travel collaboration from Saks is open daily from 11 a.m. to 7 p.m. Image courtesy of Saks/Bill Waldorf*

Both vacationers and locals alike can request private in-suite or at-home services. Personal shopping options are available before or after store hours at the Saks Winter Shop.

Interested clients should reach out to [SaksDeerValley@s5a.com](mailto:SaksDeerValley@s5a.com) for more information. Otherwise, the town's slope takers are able to stop in between the hours of 11 a.m. to 7 p.m.

This activation is the latest in a series of retail pop-ups executed in partnership with legacy hospitality names.



*Both pop-ups are open in Park City this season. Image courtesy of Saks/Pepper Nix Photography*

Marriott International's luxury properties have remained at the core of the effort since its expansion last year ([see story](#)).

Elsewhere on-site at The St. Regis, Saks is offering a variety of experiential exclusives.



*The team's monogramming stations and branded games are available at The Vintage Room for the next few months. Image courtesy of Saks/Pepper Nix Photography*

At The Vintage Room, a 1,600-square-foot heated outdoor lounge with 360-degree mountain views, a scarf monogramming activation meets specialty cocktail menus at the 30-foot-long wooden bar.

Saks Fifth Avenue-branded versions of Jenga and Backgammon are among the Instagrammable moments now live.

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