

RETAIL

Saks opens new women's store in Beverly Hills

February 7, 2024



Opening Feb. 8, 2024, the six-floor flagship features an expanded Fifth Avenue Club personal shopping and styling center. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is upleveling its footprint on the West Coast.

Opening Feb. 8, the merchant is bringing a new, six-floor flagship location to Wilshire Boulevard in Beverly Hills. The 130,000-square-foot store will stock women's ready-to-wear collections, additionally carrying shoes, handbags, jewelry, beauty and accessories the space also features an expanded Fifth Avenue Club personal shopping and styling hub.

"We have created the ultimate luxury shopping destination in Beverly Hills," said Tracy Margolies, chief merchandising officer at Saks, in a statement.

"Our reimagined women's store offers an expertly curated assortment of luxury women's fashion and beauty alongside world-class services," Ms. Margolies said. "With a preeminent selection of women's ready-to-wear, jewelry and accessories from the most sought-after names in luxury, we have created an elite experience that uniquely caters to the Beverly Hills customer and reinforces Saks Fifth Avenue's position as a fashion authority."

Upping exclusivity

Once home to department store chain Barneys, a new design scheme conceived in collaboration with retail architects and advisors at global consulting company Arcadis now anchors the flagship.

The layout complements Saks's identity while highlighting the building's history. With a regency-style marble staircase at its core, a central skylight fills all store corners with natural light.

Throughout, artwork meets statement lighting fixtures and furniture, metallic accents and pops of color, helping bring the interiors to life.



Once home to department store chain Barneys, a new design scheme now anchors the flagship. Image courtesy of Saks

On the main level, spanning 5,000 square feet, visitors can find handbags and leather goods. Situated on this floor is a shoe experience nearly double the size of Saks's former women's footwear space in Beverly Hills.

The second floor sells fine and high jewelry. Here, one-of-a-kind creations are available from maisons such as Swiss jeweler Chopard and Italian jeweler Repossi, while a private viewing room with a hidden bar adds to the elevated atmosphere.

Going up, the next two stories feature designer collections from houses like Bottega Veneta, Celine, Dolce & Gabbana, Fendi, Loewe, Thom Browne, Alexander McQueen, Brunello Cucinelli and Valentino.

Meanwhile, more than 25 names are entirely new to the Saks Fifth Avenue Beverly Hills sales floor. Saks has also partnered with a few legacy fashion names to form dedicated in-store boutiques.



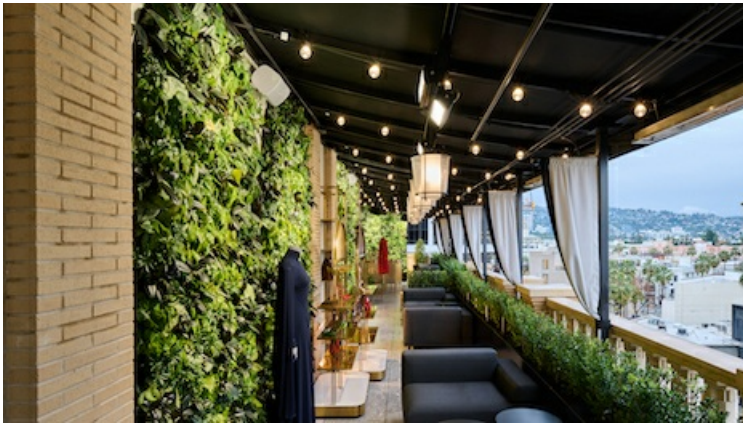
Private styling suites on the top floor grant customers an exclusive experience. Image courtesy of Saks

On the second floor, Dior, Gucci and Louis Vuitton have spots. A shop-in-shop from Chanel is situated on floor five.

For beauty and skincare, shoppers can enjoy by-appointment treatments on the lower level, sharing these grounds with the store's Saks.com returns, online purchases and pickup counter.

Continuing its emphasis on bespoke services ([see story](#)), Saks is bringing its Fifth Avenue Club personal styling and shopping to 9570 Wilshire Boulevard.

Set up on the fifth floor, it includes 15 private suites, as well as a team of Saks Stylists who remain at the ready. In line with the address's focus on lifestyle, an outdoor terrace is attached.



Views of the surrounding Californian landscape add to the store's lifestyle focus. Image courtesy of Saks

A menu of California-inspired cocktails and wines is available at the club, extending to those who opt to shop on their own versus making use of the VIP service.

Drinks can be ordered in designated areas via QR codes placed on each floor of Saks. The site is open Monday through Saturday from 11 a.m. to 7 p.m. and on Sundays from noon to 6 p.m.

"Saks Fifth Avenue is resetting the gold standard of luxury shopping in Beverly Hills with the opening of our new women's store on Wilshire Boulevard," said Larry Bruce, president of Saks Fifth Avenue stores, in a statement.

"With this new location, we are transforming our West Coast flagship into a lifestyle-centric shopping destination with the highest possible focus on personalized service and first-class experiences," Mr. Bruce said. "Saks Fifth Avenue is proud of the strong relationship we have built with the vibrant Beverly Hills community over the past 80 years, and we are excited to cement our position as the premier destination for luxury fashion in Beverly Hills with this elevated luxury shopping experience."

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