

RETAIL

Thom Browne takes over Saks Beverly Hills amidst capsule drop

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A limited-edition line plays on signature looks while incorporating new design techniques and a Californian aesthetic. Image courtesy of Saks/Thom Browne

By LUXURY DAILY NEWS SERVICE

U.S. fashion label **Thom Browne** is partnering with another American name.

Created in collaboration with U.S. retailer Saks, the brand is dropping an exclusive capsule collection inspired by California. Out today, the vibrant array is being celebrated at the new Beverly Hills department store via installations and a launch event.

"We are thrilled to partner with Thom Browne to launch this exclusive capsule and bring the collaboration to life across the Saks Fifth Avenue ecosystem," said Tracy Margolies, chief merchandising officer at **Saks**, in a statement.

"As a fashion authority, Saks inspires our customers through fashion and experiences they can't find anywhere else from the most sought-after names in luxury," Ms. Margolies said. "Thom Browne is one of the most creative minds in fashion, and he has revolutionized the industry with his incredible talent and distinctive take on tailoring.

"As the leading name in luxury fashion in North America, we are honored to partner with an iconic American designer like Thom Browne to bring this special collection and experience exclusively to Saks customers."

Tweed, tailoring and dachshunds

Imagery of the collection is now posted on the Saks website and across both business's social media channels.

Bringing together the home of Thom Browne and that of the Beverly Hills store, the capsule fuses East Coast sensibilities and West Coast spirit. The brand's famed tailoring comes into play, now working to capture the aesthetic of Californian living.



Bright colors add a West Coast feel to the classically East Coast outfits. Image courtesy of Saks/ Thom Browne

The collection includes women's ready-to-wear, handbags and shoes. Polo shirts, mini skirts, the Mrs. Thom handbag, pebble-grain brogue heels, cropped varsity jackets and the Hector baguette handbag are all on offer.

These limited-edition picks are brightly colored with whimsical touches and signature silhouettes from the archive.

A new French-ribbon tweed is also added, developed by Thom Browne specifically for the collaboration. Made with 13 different yarns, such as chiffon, tulle and lace, the look draws on the lace-ribbon tweed that was unveiled in the house's Fall 2028 Runway collection.

Through April 22, the brand is taking over Saks Beverly Hills in honor of their partnership.



The collection includes the designer's famous dog-shaped bags, a concept often centered in the brand's campaigns. Image courtesy of Saks/ Thom Browne

Immersive installations and special offerings are now dispersed around the store. For the first time ever at the retailer, a made-

to-order animal handbag activation is also available, in which guests can craft their own totes shaped like an elephant, dog, lion or zebra staying true to the American fashion staple's playfulness ([see story](#)), the Thom Brown and Saks collection includes a dachshund-shaped purse.

Visitors to the newly reimagined store on Wilshire Boulevard ([see story](#)) can explore a secret garden-themed display on the main floor. Here, seersucker-covered mannequins are posed alongside 18th-century-inspired columns and a replica of a central statue from the Thom Browne summer/spring 2020 men's runway show in Paris.

Additionally, pop-ups are situated on the third and fifth floors.

Mr. Browne himself is showing up to a launch event in Los Angeles held today, Tuesday, April 4.



Customers in Beverly Hills can enjoy Thom Browne-centric spaces. Image courtesy of Saks/Thom Browne

"The capsule collection and installations I created for Saks are truly perfect for the new Saks Fifth Avenue store in Beverly Hills," said Mr. Browne, in a statement.

"They represent pieces of my world some new, some old mixed with the aspiration of old school Hollywood that Saks Fifth Avenue has brought back to life with their new location," he said. "Their approach to storytelling and product is truly unique and I couldn't think of a better place to help bring these ideas to life."

Available today [online](#), shoppers can also find the capsule in select Saks Fifth Avenue stores in Beverly Hills, Greenwich, New York and Boston.

Tomorrow, on April 5, Thom Browne will host a virtual event with Roopal Patel, fashion director and senior vice president at Saks. For a behind-the-scenes glimpse of the fashion brand's universe and evolution, audiences can tune in to the retailer's digital events and live commerce platform, Saks Live.