

RETAIL

Fifth Avenue Club' concept from Saks hits West Hollywood

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The new location sits within The London West Hollywood at Beverly Hills. Image credit: Saks Fifth Avenue

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is scaling a personalized service.

The company's private shopping concept, Fifth Avenue Club, is now open in West Hollywood. The new location sits within The London West Hollywood at Beverly Hills; the five-star hotel is located just off Sunset Boulevard.

"The Fifth Avenue Club West Hollywood represents Saks Fifth Avenue's commitment to redefining the luxury shopping experience by combining our expertly curated assortment with personalization in an innovative way," said Larry Bruce, president of stores at **Saks Fifth Avenue** and Neiman Marcus, in a statement.

"West Hollywood is the perfect setting for this concept, allowing us to offer our customers an unmatched level of service in a space that reflects the sophistication and creativity of our brand."

Singular touch

The West Hollywood stop officially marks the 21st Fifth Avenue Club opening. The Saks spot features two bespoke launches, including a dedicated beauty space and a shoppable art installation.

The latter showcases pieces from Saks' fine art collection ([see story](#)). Works are available for sale on-site, and guests can also scan a QR code to visualize the paintings in their homes and browse the entire gallery digitally.



Customers can also access in-store or virtual consultations with a Saks stylist. Image credit: Saks Fifth Avenue

Embedded in The London West Hollywood, it joins other California locations such as the Fifth Avenue Club Laguna Beach. The brand remains focused on expanding the by-appointment-only offer, sharing that additional locations are set to debut this year.

"We are absolutely thrilled to partner with Saks Fifth Avenue to bring The Fifth Avenue Club to West Hollywood," said Terry Buchholz, general manager of The London West Hollywood at Beverly Hills, in a statement.

"The London West Hollywood hosts a myriad of film screenings, junkets and events throughout the year, and we feel confident that having this offering on property will greatly appeal to those within the entertainment industry as well as to our hotel guests and locals," Mr. Buchholz said. "We eagerly anticipate building a strong and successful partnership."

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