

INTERNET

## Saks Off 5th's ecommerce site rounds out retailer's omnichannel presence

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By JEN KING

Department store chain Saks Fifth Avenue is rounding out its omnichannel offerings with the launch of its discount store Saks Fifth Avenue Off 5th's ecommerce site that is likely to attract aspirational consumers and possibly create brand loyalists.

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**Luxury Daily**

The Saks Off 5th ecommerce site, launched Sept. 30, sells luxury merchandise at 55 percent lower than the initial retail price available from Saks Fifth Avenue. By slashing prices in-store or through an outlet store retailers may see a spike in interest from consumers who are not yet affluent enough to purchase at full price.

"The launch of saksoff5th.com is a key milestone in our journey to become a true omnichannel retailer, bringing the Saks Fifth Avenue Off 5th experience online," said Robert Wallstrom, President of Saks Fifth Avenue Off 5th, New York.

"We believe that the site will drive incremental traffic to our Saks Off 5th stores and will be a key growth driver for the company going forward," he said.

"The new ecommerce site will bring customers an expanded assortment of brands that are not carried at every Saks Off 5th store and, additionally, the Web site will carry online-exclusive products."

Off the rack

Saks Off 5th's ecommerce site can be found at: [saksoff5th.com](http://saksoff5th.com) The Web site offers consumers curated looks, off-the-runway trends, exceptional service and big savings anytime of day.

Twenty-four seven ecommerce is attractive to many consumers who have hectic schedules and limited time to shop.

The retailer is looking at its latest omnichannel expansion as a "true extension of the brand," according to a statement announcing the launch. The retail chain currently has 70 Saks Off 5th bricks-and-mortar locations nationwide.



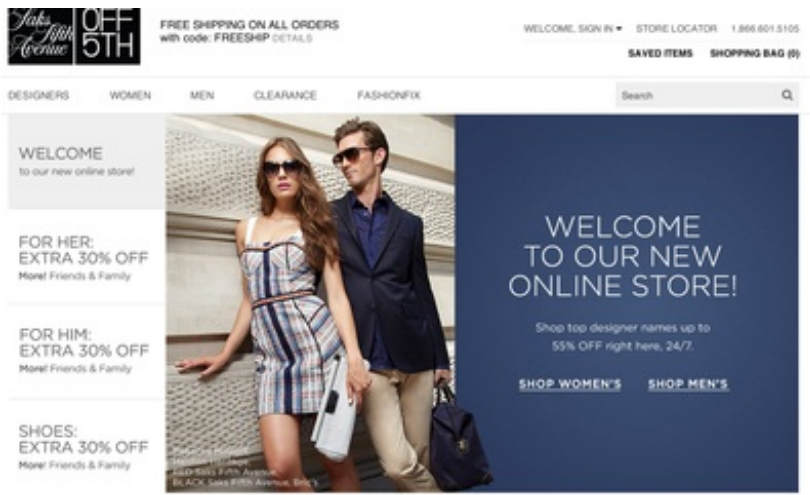
*Saks Fifth Avenue Off 5th storefront*

In addition to round-the-clock purchases, consumers have access to Saks' customer service team. As the ecommerce site develops, mobile commerce sites and tablet applications will be released.

Saks Off 5th will offer consumers the men's and women's fashions found in bricks-and-mortar locations such as ready-to-wear, shoes, handbags, accessories, jewelry, watches and beauty. The lines carried by the ecommerce site are an expansion of the collections found in-stores, which may be attractive for consumers aiming to obtain certain pieces that have sold out.

Consumers shopping on Saks Off 5th will also have access to apparel and accessories released in limited quantities or in select stores, in addition to the women's plus size collection Salon Z that is not available at retail locations.

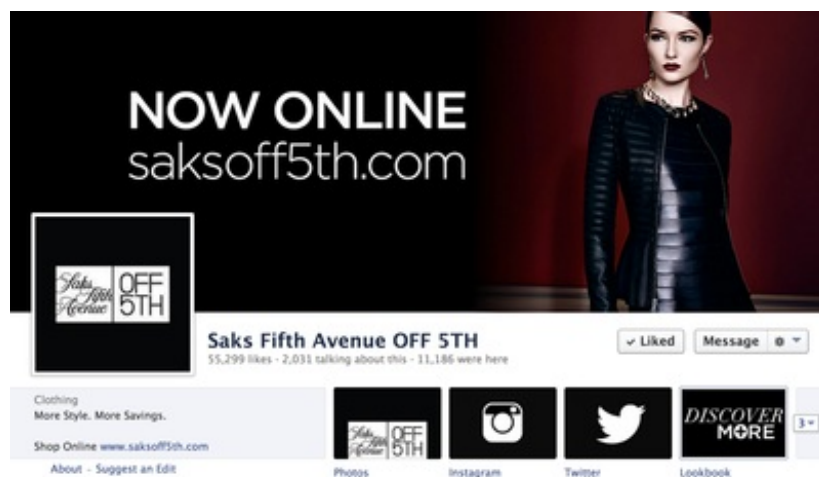
The Web site is light and airy to mirror the layout of its bricks-and-mortar locations. Additional ecommerce site features include custom filtered searches and multiple, animated product views including full-screen zoom.



### *Saks Off 5th's ecommerce homepage*

The ecommerce site reflects the in-store experience with promotions and daily product offerings also offered in-store on the same day. FashionFix events, a flash sale platform, will tip consumers on exclusive sales only found on Saks Fifth Avenue's Web site, while the Saks Off 5th More!, a free membership program, will provide consumers with additional savings, in-store and online, as well notifications about special events, coupons and private sales.

To increase awareness of its ecommerce launch, Saks Off 5th is turning to its social media accounts. By staying connected to the retailer via email, Facebook, Twitter, Instagram and Pinterest, consumers have additional opportunities to learn about ongoing promotions and sales.



### *Saks Fifth Avenue Off 5th's Facebook*

Experience is everything

Just as Saks's ecommerce site is looking to echo the bricks-and-mortar experience to maintain the retailer's DNA, the in-store atmosphere can benefit from digital touchpoints as well.

A senior executive from Saks Fifth Avenue at the Luxury Interactive 2013 conference shared the retailer's strategy to amplify consumer experiences in-store by physically replicating its digital presence.

The executive spoke about Saks's in-store technology tactics used to enhance the consumer experience during the "Using In-store Tech to Link the Online and Offline Experience" fireside chat. The use of technology in bricks-and-mortar retail locations allows for better consumer engagement, while displaying consumer behavior for the retailer's use ([see story](#)).

Saks OFF 5TH's attention to customer service and experience will help the retailer in a competitive market.

"We want to bring the Saks Off 5th experience to customers 24 hours a day, 7 days a week," Mr. Wallstrom said.

"Launching an ecommerce site was the perfect solution," he said.

"Customers will now be able to discover Saks Off 5th's compelling portfolio of top designer brands at extraordinary prices anywhere anytime."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/LXofh-IKW6k](https://www.youtube.com/embed/LXofh-IKW6k)

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