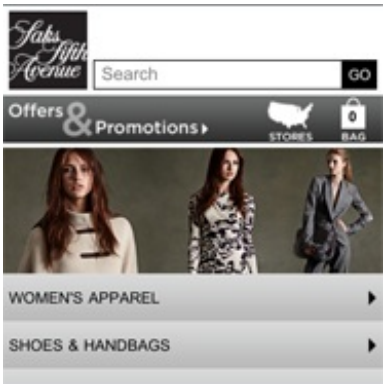
Luxury Daily®

The News and Intelligence You Need on Luxury

MOBILE

Saks Fifth Avenue lets consumers purchase from entire inventory via mobile

November 22, 2010



By RIMMA KATS

Saks Fifth Avenue consumers can now shop Alexander McQueen, Yves Saint Laurent, Marc Jacobs and other high-end designers via a new mobile commerce-enabled site.

Sign up now
Luxury Daily

The retail giant is letting consumer shop its entire inventory, as well as browse through current offers and promotions. In addition to browsing various categories, consumers can search for specific items or designers.

Saks first announced that they have gone mobile via their Facebook page.

High-end purchases

Consumers can access the mobile site by entering http://www.saks.com on their mobile browser.

Saks customers can shop women's apparel, shoes, handbags, jewelry, accessories, beauty, men's, kids, home and sale.

AT&T 3:07 PM 53%

Women's Apparel > Dresses

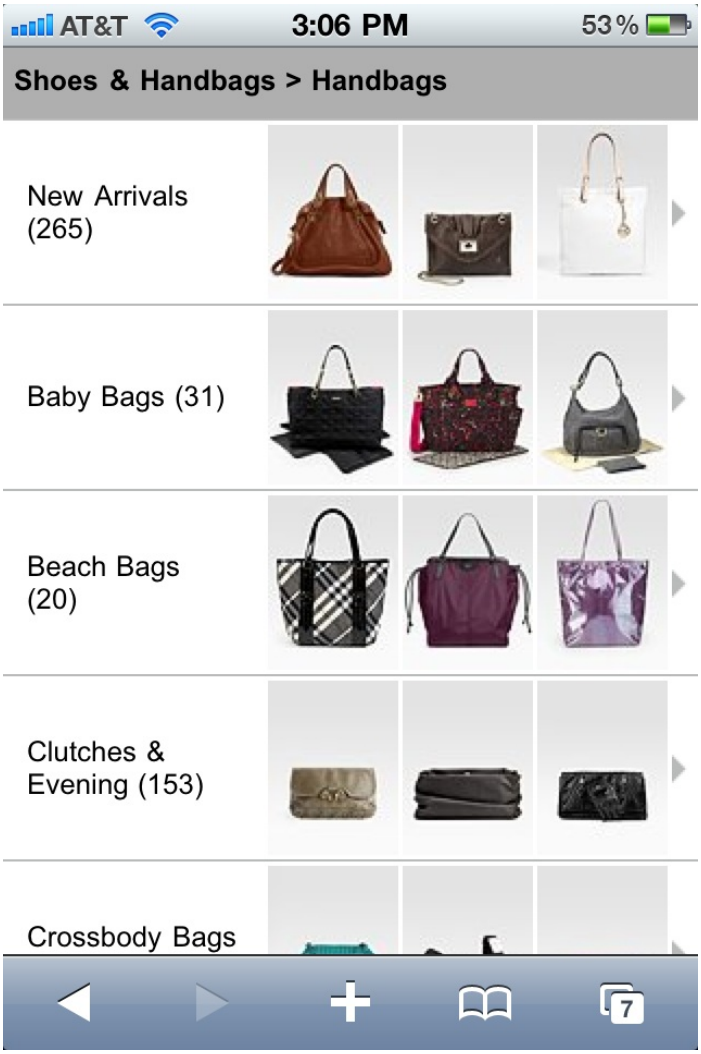
Day (1253)

Cocktail Party (776)

Evening (100)

Maxi (18)

Mini (185)



Consumers can shop by various looks and categories

When browsing through the categories, consumers can narrow down their search by new arrivals, specific apparel or by occasion.

Merging online with mobile

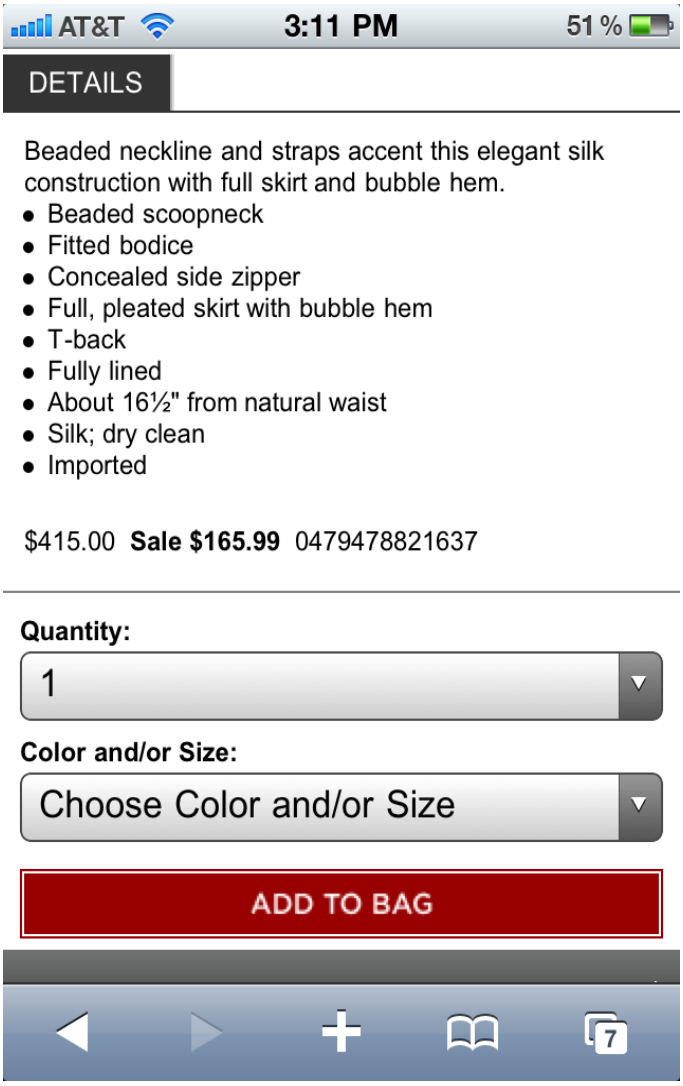
Saks offers the same experience as their ecommerce Web site where consumers can browse different views of the products, choose an item, select the size, read a full description and add it to their shopping bag.

AT&T 3:09 PM 52%

Tibi
Silk T-Back Dress

DETAILS

Beaded neckline and straps accent this elegant silk construction with full skirt and bubble hem.



Additionally, consumers can find the closest Saks location and view what is in their shopping cart.

Customers can sign up to receive email alerts via the mobile site, as well as call customer service directly from their handsets.

Final Take

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.