



## **Saks Partners with Inspirato to Bring Luxury Travel Subscriptions to Saks Customers**

**NEW YORK, Mar. 14, 2023** - Saks, the premier digital platform for luxury fashion, and Inspirato Incorporated (“Inspirato”) (NASDAQ: ISPO), the innovative luxury travel subscription brand, have entered into a strategic marketing partnership. Through the new partnership, nearly 3,000 Saks stylists will be empowered as Inspirato brand ambassadors to introduce their clients to Inspirato’s luxury travel subscription offerings, both online and in Saks Fifth Avenue stores.

“At Saks, our strategy is centered on providing our customers with access to the very best in luxury,” said Marc Metrick, Chief Executive Officer, Saks. “As the largest luxury ecommerce platform in the U.S., it’s our mission to establish lasting, meaningful relationships with our customers and that includes delivering an assortment of experiences tailored to their unique lifestyles. We know our customers are excited about travel, and look forward to introducing them to the many benefits that an Inspirato membership offers.”

As a key component of the relationship, which is expected to launch in the second quarter of 2023, Saks stylists will receive comprehensive training on Inspirato’s luxury travel subscription offerings. Saks stylists will then introduce Inspirato and its benefits to their clients with support from Inspirato’s sales team and a variety of brand collaborations.

“We are thrilled to partner with Saks, one of the most recognized and preeminent luxury names in the world,” said Brent Handler, Co-Founder and Chief Executive Officer, Inspirato. “Like Saks, we focus on building long-term relationships with our members to help them live richer lives, handcrafting unparalleled travel experiences designed to delight and inspire. And with our portfolio of managed and controlled accommodations now larger than ever, we are well-positioned to accelerate our growth by partnering with Saks to welcome their customers to Inspirato.”

As part of the agreement, all Inspirato members will be invited to apply for the SaksFirst Card, so that they can participate in the SaksFirst Rewards Program. Upon approval, they will be eligible for an elevated SaksFirst status level based on their annual Inspirato spend. SaksFirst members enjoy access to a variety of VIP benefits depending on their status, including complimentary gift cards, participation in Saks Beauty Rewards, invitations to special events and early access to sales. Saks and Inspirato will also collaborate on multi-channel marketing efforts and brand activations.

For more information, visit [www.inspirato.com/saks/](http://www.inspirato.com/saks/).

**ABOUT SAKS FIFTH AVENUE**

Saks Fifth Avenue is the leading name in luxury shopping. Since 1924, the brand has maintained a reputation for delivering an expertly curated assortment of fashion and highly personalized service. The Saks Fifth Avenue experience offers seamless all-channel shopping through an elevated digital platform and in-person services provided by an extraordinary network of 39 Saks Fifth Avenue stores across North America.

Shop on [Saks.com](https://www.saks.com) and the Saks app, or visit [Saks.com](https://www.saks.com) to find a Saks Fifth Avenue store location near you. Follow @saks on [Instagram](https://www.instagram.com/saks), [TikTok](https://www.tiktok.com/@saks), [Facebook](https://www.facebook.com/saks) and [Twitter](https://twitter.com/saks), @thesaksman on [Instagram](https://www.instagram.com/saks) and Saks Fifth Avenue on [LinkedIn](https://www.linkedin.com/company/saks-fifth-avenue).

## **CONTACT**

Emma Reese

[sakspress@saks.com](mailto:sakspress@saks.com)