



Redefining Luxury Shopping in Beverly Hills

"[The reimagined Saks Fifth Avenue] women's store offers an expertly curated assortment of luxury women's fashion and beauty alongside world-class services." - Tracy Margolies, Chief Merchandising Officer, Saks

The Saks Fifth Avenue ecosystem is redefining the luxury shopping experience in Beverly Hills with the opening of the West Coast flagship store in February 2024. Located on Wilshire Boulevard, steps away from the iconic Rodeo Drive, the 130,000 square foot store features an expertly curated selection of luxury women's designer ready-to-wear, shoes, handbags, jewelry, beauty and accessories from some of the most sought-after names in luxury.

Saks, in partnership with the Saks Fifth Avenue stores, collaborated to bring this new experience to life, including ensuring customers have access to an expertly curated assortment and elevated shopping experiences. For the West Coast shopper, this includes seamless cross-channel shopping supported by services such as Saks.com Returns and Buy Online, Pick Up In Store.

The new flagship includes an expansive [Fifth Avenue Club](#), featuring 15 private styling suites and a team of highly skilled stylists to provide shoppers with carefully curated recommendations and personalized guidance. Offering styling services in an intimate setting, the suites are equipped with a beautiful outdoor terrace where visitors can relax and unwind while taking in the stunning views of the Hollywood Hills.

"We have created an elite experience that uniquely caters to the Beverly Hills customer and reinforces Saks Fifth Avenue's position as a fashion authority," says Tracy Margolies, Chief Merchandising Officer.

To celebrate the grand opening, Saks Fifth Avenue hosted a [star-studded cocktail party](#) giving attendees a sneak peek into the new store's luxury offerings. Guests were invited to explore the six levels of luxury – including the shop-in-shops like Louis Vuitton and Dior, and the 5,000-square foot shoe department – while enjoying hors d'oeuvres paired with craft cocktails and wine.

The celebration continued with a [store takeover](#) from iconic American designer Thom Browne, outfitted with an expansive in-store installation and capsule collection, also available on Saks.com. Spanning three floors, the immersive visual installations and special offerings throughout the store celebrate Browne's signature style while inspiring customers to discover the designers' incredible talent and distinctive take on tailoring.

The West Coast flagship in Beverly Hills is the ultimate luxury experience, furthering Saks' position and Beverly Hills' reputation as an iconic luxury shopping destination. Whether you're shopping on Saks.com or in one of the Saks Fifth Avenue stores across North America, we are committed to serving you wherever and whenever you choose to shop with us.

Read more about the new Beverly Hills flagship and its luxury offerings in [Luxury Daily](#), [LA Magazine](#) and [The Hollywood Reporter](#).

