



## **Saks Luxury Pulse Finds Consumers Are Embracing Warm Weather Fashion**

**NEW YORK, May 12, 2022** - Saks, the premier luxury ecommerce platform, has unveiled its latest Saks Luxury Pulse survey of luxury shoppers with consumer insights that reinforce its curated selection of fashion trends. The survey found that consumers are just as excited about fashion as ever before, gearing up for the anticipated warmer weather by treating themselves with updated styles for all occasions - from vacations and parties, to the everyday trip to the office.

Saks Chief Merchandising Officer Tracy Margolies stated, "As a fashion authority, we work to better understand our customer so we can deliver the fresh assortment and style inspiration they are seeking each season. From chic bohemian styles and cut-outs, to the statement shoe and the short suit, we are meeting customers with the forward-looking styles that align with their excitement for fashionable clothing and accessories for every occasion."

Highlights from the Saks Luxury Pulse survey include:

- The majority of respondents (68%) were planning to or already booked their next trip, with just over one in three respondents (38%) having already booked.
- More than half of respondents (56%) were planning to shop for new vacation-wear followed by 42% of respondents who were planning to shop for new styles for nights out.
- Respondents are planning to spend half their time working remotely (51%) and the other half of their time returning to the office (49%).
- When dressing for everyday, 40% of respondents have prioritized comfort as a result of the pandemic.
- 58% of respondents said they plan to treat themselves with a new pair of shoes in celebration of the changing season.
- The majority of respondents (88%) said they put the same or more effort into planning their outfits as they did prior to the pandemic.

To discover this season's must-have trends, check out [The It List](#) within The Edit on Saks.com, the Saks editorial hub that provides an inside look at the latest fashion and style inspiration.

### **ABOUT THE SAKS LUXURY PULSE**

The Saks Luxury Pulse is an online survey of luxury consumers' attitudes towards shopping, spending and fashion trends. It is based on responses from 2,320 U.S.-based respondents over age 18 and was fielded between February 22-28, 2022.

### **ABOUT SAKS**

Saks is the premier luxury ecommerce platform, driven by a mission to help Saks Fifth Avenue customers express themselves through relevant and inspiring style. Through its website and app, Saks offers a highly personalized experience and an expertly curated assortment of fashion, as well as professional stylists and fresh editorial content. The company is redefining luxury shopping with a digital-first service model and a seamless connection to an extraordinary network of 41 Saks Fifth Avenue stores across North America. Follow @saks on [Instagram](#), [TikTok](#), [Facebook](#) and [Twitter](#), and @thesaksman on [Instagram](#).

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