

A photograph of a retail store interior. On the left, a clothing rack is filled with various dresses and blouses in shades of green, yellow, and blue. In the center, a mannequin wears a vibrant blue and green patterned jacket. To the right, another clothing rack holds more garments. A central wooden table with a ribbed base holds several items, including a yellow bag and shoes. A tall metal shelving unit on the right displays handbags and shoes. The room has light-colored walls, a large window with sheer curtains, and a light-colored rug on the floor.

The Fifth Avenue Club

PERSONAL SHOPPING BY SAKS

THE FIFTH AVENUE CLUB EXPANSION
OVERVIEW

JULY 2024

POSITIONING STATEMENT



PERSONAL SHOPPING BY SAKS

WHY?

Saks Fifth Avenue has identified opportunities to expand our brand into markets where we do not have a brick & mortar store. **Our goal is to acquire new, valuable clients and introduce them to the world of Saks** while providing easier access to clients who already shop with us.

WHAT DO WE DO?

At Saks, we are known for delivering our signature personal shopping experiences in our Fifth Avenue Clubs in stores across the country. We have brought this service to luxury hospitality properties in new markets where we provide access to the best of Saks. We have hired skilled personal stylists to provide a one-on-one, by appointment experience where they curate an entire suite of merchandise specific to each client.



POSITIONING STATEMENT



WE ARE

- PERSONAL SHOPPING
- BY APPOINTMENT ONLY
- EXPERIENCE BASED
- AN EXTENSION OF OUR BRAND
- LOCAL MARKET EXPERTS
- SEEKING NEW CLIENTS
- ATTRACTING BOTH LOCALS & TOURISTS

WE ARE NOT

- A TRADITIONAL RETAIL STORE
- A POP-UP SHOP
- A GIFT SHOP
- INVENTORY MATRIXED LOCATIONS



THE FIFTH AVENUE CLUB LOCATIONS



Napa Valley, CA
Stanly Ranch, Auberge
OPEN
JUNE 2023



Orlando, FL
The Ritz-Carlton Orlando, Grande Lakes
OPEN
JULY 2023



Nashville, TN
Conrad Nashville
OPEN
AUGUST 2023



Charleston, SC
The Dewberry
OPEN
NOVEMBER 2023



Palo Alto, CA
Rosewood Sand Hill
OPEN
NOVEMBER 2023



Deer Valley, UT
The St. Regis Deer Valley
OPEN - POP-UP SHOP
NOVEMBER 2023



Denver, CO
Hotel Clio, Luxury Collection
OPEN
APRIL 2024



Minneapolis, MN
JW Marriott Mall of America
OPEN
MAY 2024



Honolulu, HI
The Ritz-Carlton Residences, Waikiki
OPEN
MAY 2024



Savannah, GA
Hotel Bardo
OPEN
JUNE 2024



Austin, TX
Commodore Perry Estate, Auberge
OPEN
JULY 2024



Fort Worth, TX
Bowie House, Auberge
OPEN
JULY 2024



Indianapolis, IN
Ironworks Hotel Indy
OPEN
JULY 2024



St. Petersburg, FL
The Vinoy Resort & Golf Club
OPEN
AUGUST 2024



Rancho Santa Fe, CA
Rancho Valencia Resort & Spa
OPEN
SEPTEMBER 2024



Sarasota, FL
The Ritz-Carlton, Sarasota
OPEN
NOVEMBER 2024



Baltimore, MD
The Sagamore Pendry
OPEN
JANUARY 2025



Laguna Beach, CA
Montage Laguna Beach
OPEN
JANUARY 2025



West Hollywood
The London West Hollywood
OPEN
JANUARY 2025



Charlotte, NC
The Ballantyne
OPENING SPRING 2025
Contract Signed



Palm Beach, FL
The White Elephant
OPENING FALL 2025
Contract Pending

INSIDE THE FIFTH AVENUE CLUBS



PERSONAL SHOPPING BY SAKS



THE FIFTH AVENUE CLUB NASHVILLE



THE FIFTH AVENUE CLUB AUSTIN



THE FIFTH AVENUE CLUB SAVANNAH

INSIDE THE FIFTH AVENUE CLUBS



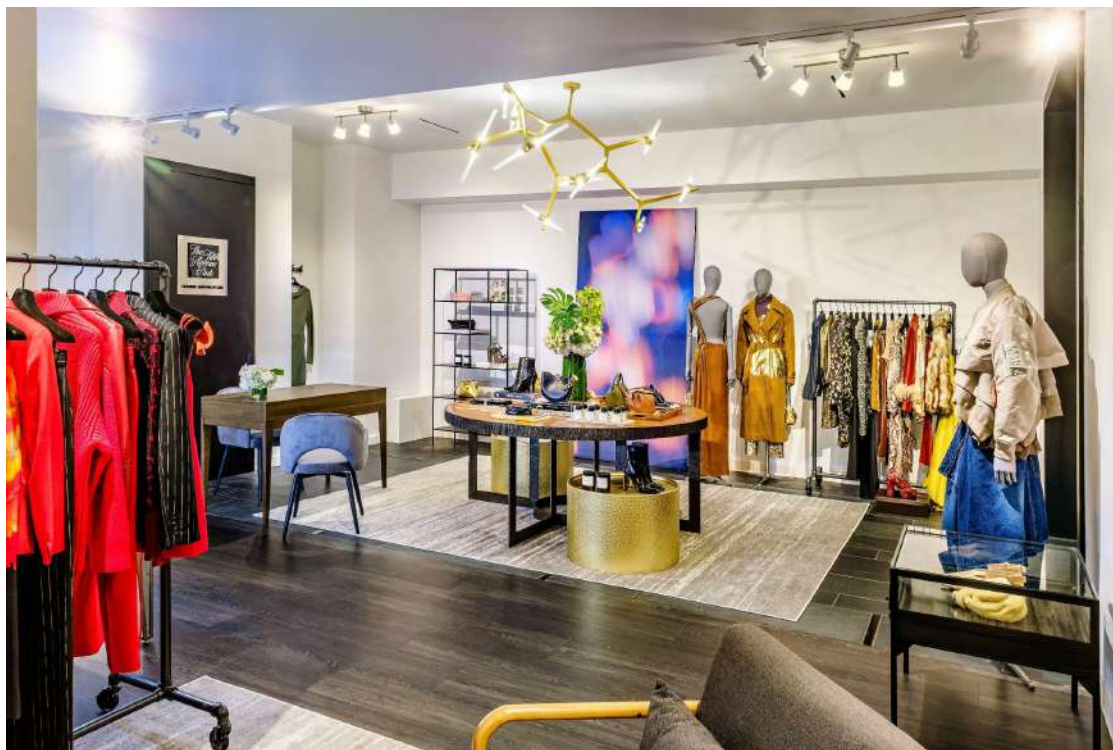
PERSONAL SHOPPING BY SAKS



THE FIFTH AVENUE CLUB NAPA VALLEY



THE FIFTH AVENUE CLUB LAGUNA BEACH



THE FIFTH AVENUE CLUB PALO ALTO

INSIDE THE FIFTH AVENUE CLUBS



PERSONAL SHOPPING BY SAKS



THE FIFTH AVENUE CLUB ST. PETERSBURG



THE FIFTH AVENUE CLUB BALTIMORE



THE FIFTH AVENUE CLUB RANCHO SANTA FE

Saks Fifth Avenue Scales Its Popular Personal Shopping Service

Sharon Edelson Senior Contributor | D



Luxury Daily®

Expanding 'Fifth Avenue Club,' Saks marries private shopping sessions, luxury hotel stays

June 2, 2023



Now, Saks members can partake in (immersive) private buying experiences across all luxury hotels and resorts across the United States. Image courtesy of Saks Fifth Avenue.

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks Fifth Avenue is expanding an exclusive service with an experiential launch.

Saks Extends To Luxury Res

In locations where it doesn't have a store, Saks is partnering with Marriott International and other resort operators to establish Fifth Avenue Club personal service and styling suites.

By DAVID MOON

Saks Fifth Avenue is rolling out its Fifth Avenue Club personal shopping and styling service to luxury resorts across America, WWD has learned.

It's a novel initiative by Saks Fifth Avenue to reach a wider audience and deliver personal service in locations where it does not operate stores.

"We have a roadmap to open 10 of these locations in 2023," John Aronini, Saks Fifth Avenue's senior vice president and director of stores, said WWD.

So far, five Fifth Avenue Club suites in resorts are open: in the Alhambra Resort in Wauki, Hawaii; inside the Biltmore-Carlton Laguna Niguel in Laguna Beach, California; and in Napa Valley, California, at the Ritz Carlton, Auberge Resorts Collection. Saks had a store in Honolulu, which was closed during COVID-19.

Additional Fifth Avenue Club suites are expected to open in resort properties in Maui, Hawaii; Nashville, Tennessee; Orlando, Florida; Charleston, South Carolina; Deer Valley, Utah; Nantucket, Massachusetts; and Santa Fe, New Mexico. The names of the most properties will be

BUSINESS

Saks Plans 20 Stand-alone Fifth Avenue Club Locations by End of 2024

The Fifth Avenue Club offers a luxury personal shopping and styling service.

By USA TODAY

Saks Fifth Avenue is expanding The Fifth Avenue Club, its luxury personal shopping and styling service.

The Fifth Avenue Club plans to have 20 stand-alone locations by year-end. Driven by positive customer response to existing locations, the expansion comes one year after the launch of The Fifth Avenue Club concept of private stand-alone suites in hotels and resorts across the U.S.

The strategy is to reach a wider audience and deliver personal service in locations where Saks does not operate stores.

The newest Fifth Avenue Club location opened this week in Austin, and additional openings are scheduled throughout the summer in Fort Worth, Texas; St. Petersburg, Fla.; and Rancho Santa Fe, Calif., building on recent openings in Savannah, Ga.; Denver, and Minneapolis. Women's ready-to-wear is the leading category among visitors to the suites.

"The success of our stand-alone Fifth Avenue Club suites illustrates that luxury clients are increasingly seeking one-on-one fashion expertise tailored just for them,"

said Larry Bruce, president, Saks Fifth Avenue stores. "Since the introduction of this concept last year, we are proud to have cultivated a new, engaged client base and a skilled stylist team that delivers one-of-a-kind personal shopping and styling tailored to the unique lifestyles of our customers within each community. We look forward to continued expansion of the highly personalized service and the expertly curated luxury assortment that Saks is known for to even more clients across the U.S."

The openings also further Saks' continued partnership with leading luxury resort operator Marriott International and its portfolio of luxury brands including The Ritz-Carlton and St. Regis Hotels & Resorts, where nearly half of the locations are located. Auberge Resorts Collection is the key partner in the Fifth Avenue Club's expansion into Texas with the openings in Austin and Fort Worth. The upcoming opening of the Rancho Valencia in Rancho Santa Fe marks the first location within a hotel & Chateau property.

The stand-alone Fifth Avenue Club suites are an extension of the brand's existing Fifth Avenue Clubs, which are located within Saks Fifth Avenue stores. There are 28 Fifth Avenue Clubs within Saks Fifth Avenue stores. All Fifth Avenue

Club locations offer personal shopping and styling appointments, in addition to special events and trunk shows.

The Fifth Avenue Club recruits skilled personal stylists in local communities to provide clients with expert styling services based on each client's specific needs and preferences, from clothing and accessories to shoes and fine jewelry.

The suites are not temporary and hours vary by location. Saks' goal is to continue to service these new markets through this format. In a WWD survey last year, Saks said it issues the suites in the resorts for a minimum of one year.

Through Fifth Avenue Clubs, clients can connect with a stylist for a consultation to discuss style preferences, wardrobe needs, sizing and designer preferences. Following the consultation, the stylist utilizes inventory from Saks.com and Saks Fifth Avenue stores.

Here are the locations of the stand-alone Fifth Avenue Clubs.

- Austin, Texas — Commodore Perry Estate, Auberge Resorts Collection
- Charleston, S.C. — The Dewberry
- Deer Valley, Utah — The St. Regis Deer Valley
- Denver, Colo. — Hotel Clio, a Luxury Collection Hotel, Denver Cherry Creek



The Austin Fifth Avenue Club in the Commodore Perry Estate, Auberge Resorts Collection.

- Fort Worth, Texas — Rowlie House, Auberge Resorts Collection, opening summer 2024
- Honolulu, Hawaii — The Ritz-Carlton Residences, Waikiki Beach
- Laguna Beach, Calif. — The Ritz-Carlton, Laguna Niguel
- Minneapolis, Minn. — JW Marriott Minneapolis Mall of America
- Napa Valley, Calif. — Stany Ranch, Auberge Resorts Collection
- Nashville, Tenn. — Grand Nashville
- Orlando, Fla. — The Ritz-Carlton Orlando, Grand Lakes
- Palo Alto, Calif. — Rosewood Sand Hill
- Rancho Santa Fe, Calif. — Rancho Valencia Resort & Spa, opening summer 2024
- Savannah, Ga. — Hotel Bardo
- St. Petersburg, Fla. — The Vinoy Resort & Golf Club, opening summer 2024

The Fifth Avenue Club suite of the Ritz-Carlton Laguna Niguel in Laguna Beach, California.



Image courtesy of Saks Fifth Avenue.

A photograph of a clothing boutique interior. On the left, a long rack of clothes features vibrant green, yellow, and blue items. A mannequin in a blue and green patterned jacket stands near a window with sheer curtains. In the center, a round wooden table holds a yellow bag and shoes. To the right, another rack of clothes and a shelving unit with accessories are visible. The scene is brightly lit with natural light from the window.

The Fifth Avenue Club

PERSONAL SHOPPING BY SAKS

THANK YOU