

RETAIL

Saks Fifth Avenue launches high jewelry collection

August 26, 2024



The launch features more than 200 rare and precious diamond designs, now available at Saks Fifth Avenue's New York flagship. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks Fifth Avenue is announcing an inaugural line of accessories.

The launch features more than 200 rare and precious diamond designs, now available at its New York flagship. Accessible in-store and online, Saks Fifth Avenue High Jewelry arrives alongside bespoke services that allow clients to create one-of-a-kind pieces, as events and experiences promoting the collection kick off nationwide this season.

"Saks Fifth Avenue has long been known as a premier destination for jewelry, and the launch of our own high jewelry collection further reflects our commitment to delivering exceptional quality, as well as our dedication to inspiring customers through highly personalized experiences," said Tracy Margolies, chief merchandising officer at **Saks**, in a statement.

"Luxury customers are continuously seeking timeless and one-of-a-kind jewelry pieces, and we look forward to delighting our customers with Saks Fifth Avenue's modern take on high jewelry as well as our service-focused approach to this burgeoning category."

High jewelry hits Fifth Avenue

Saks Fifth Avenue High Jewelry will soon reach two additional locations, coming to Beverly Hills and Naples, Florida this fall.

Private appointments, during which shoppers can have custom mountings made in partnership with a Saks Fifth Avenue High Jewelry collection expert, or personalize carat weights based on special numbers or significant dates such as birthdays or anniversaries by way of a diamond cutting amenity, underscore the luxury department store's dedication to delivering the finest in luxury fashion.

The contemporary take on classic jewelry also includes solitaire diamonds of varying shapes, cuts and colors, ranging from 10 to 100 carats in size.



The store's first-ever high jewelry collection features a GIA-certified pear-shaped diamond necklace of 100 carats. Image courtesy of Saks Fifth Avenue

Saks has experimented with retail concepts involving high jewelry in the past. In 2019, a 12,059-square-foot dedicated high jewelry and watch space called The Vault opened on the lower level of its Fifth Avenue building ([see story](#)).

After offering the U.S.'s first Boucheron and Repossi shop-in-shops and stocking ultrafine options from other brands, the company now celebrates its own market entry.

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