

Press release, February 2019

L'AVENUE AT SAKS OPENS IN NEW YORK PHILIPPE STARCK AND COSTES STRIKE AGAIN

The long awaited L'Avenue at Saks designed by Philippe Starck opened its doors on 4th February 2019 at the luxury retailer's Fifth Avenue store in New York City. The pinnacle of a major renovation of the flagship, L'Avenue at Saks is more than just a department store pit stop.

L'Avenue at Saks is the summit of French elegance and sophistication right in the heart of New York City. The Saks team dreamt of recreating the magic and wonder of the iconic L'Avenue restaurant in Paris and called upon Jean-Louis Costes and Alex Denis to reinvent the famous spot, creating a new genre for New York. Starck and Costes relationship dating back to 1984 with the ground-breaking launch of the Café Costes, Philippe Starck was the obvious choice for the project.

*"L'Avenue at Saks is elegance, sophistication, femininity and timelessness.
It is made up of two completely different and complementary spaces;
The first, the Salon, an ivory jewel box bathed in the warm sun.
Everything carries you towards an elegance of thought.
The symmetrical and second space, the Chalet, is dark and more masculine.
A place of warmth, where you can forget about time.
Where everything is welcoming, where you can warm up, both body and soul.
You are somewhere else, in the middle of NY, yet so far from the city."*
Ph.S

Guests arrive on the 9th floor via an impressive hallway lined with a custom designed stained glass window by Ara Starck. The main dining room, The Salon, an ivory bubble, with tables surrounded by curio-filled cabinets creating a unique atmosphere, is more than just a restaurant, it is a dream. Everything you see is made up of sophistication, quality and refinement. Everywhere you look there is an arty surprise, a mental game. Pale wood, natural leather, camel hair, cashmere: a combination of soft materials and natural pastel colors. The experience continues via a majestic staircase to Le Chalet bar and lounge on the 8th floor where an entirely opposing masculine yet sensual atmosphere is revealed. Tree-trunk open beams, old ski photos and memories from the slopes, the scent of a malted Scotch whisky transcends the air and cozy, comfortable seating awaits in front of an open fire.

L'Avenue at Saks is both an escape to the feminine elegance of the pages of American Vogue and a getaway to the French alps, right in the center of New York.

ABOUT PHILIPPE STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design”.

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

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ABOUT SAKS FIFTH AVENUE (@saks)

As a leading shopping destination for the all-channel luxury experience, Saks Fifth Avenue is renowned for its coveted edit of American and international designer collections as well as its storied history of creating breakthrough, experiential environments. Its exemplary client service has made Saks a global authority in the category, a focus since the brand's inception in 1924. As part of the HBC brand portfolio, Saks operates in 43 cities across the globe, its online experience—saks.com, and its mobile experience—Saks App.

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