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The Fifth Avenue Man

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Fear not, sophisticated men of Chicago, The Fifth Avenue Man has arrived at the Saks Fifth Avenue store on Michigan Avenue. No longer in a free-standing store, the men?s department of Saks Fifth Avenue ? The Fifth Avenue Man ? now fills the sixth and seventh floors of the 700 N Michigan Avenue department store.

The Fifth Avenue Man is all about dressing the classy men of Chicago, whether they?re the custom suit type (sixth floor), the kind that wear designer sneakers (seventh floor), or fans of accessories (sixth and seventh floors), everyone is covered.

Lest men are worried about having to make their way through five floors of women, the store

offers express elevators that service The Fifth Avenue Man. Both the floors have been redesigned with the aesthete in mind: both locally and internationally sourced design and materials create a beautiful, modern, and refined space that feels more like a lounge and less like a department store. A sculpture influenced by the Library of Congress spans the shoe areas of both the sixth and seventh floors; Los Angeles-based mural artist Karlsen Clay [1] created one-of-a-kind art for the more casual seventh floor; the men?s and women?s lounges on the seventh floor are all about shades and textures of black.

The man looking to have custom suits made will have a rich experience in the salon in which he can choose his fabrics, buttons, style, etc. Come spring, he can be inspired by the view of Michigan Avenue. The dressing area is even wearing a suit: the walls are covered in a soft wool flannel stripe. The Fifth Avenue Man shopping experience is about the discerning customers? utmost comfort.

Come January 31, 2014, the refined clothing shopper will have a place to refuel on cocktails and contemporary international cuisine at Sophie?s on the seventh floor. Try on designer sneakers, have a drink; pick out the perfect belt, have a snack. Sophie?s is named after Sophie Gimbel a Saks Fifth Avenue designer and the first American designer to be featured on the cover of Time Magazine [2], in 1947. Photos of two of her designs are displayed at the entrance to Sophie?s. The restaurant will overlook Michigan Avenue when the weather warms up.

The Fifth Avenue Man offers a luxurious experience for the cultured men of Chicago and beyond.

(I was invited to attend a courtesy press preview of Saks Fifth Avenue's The Fifth Avenue Man.)

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