

# NORDSTROM

## Welcome to the Nordstrom Now Blog

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What makes a retailer different from its competitors? They all have products and apps, and they all say customers are the priority. So how does one truly separate itself from the others? The details and the people.

You often only hear about big product launches and new campaigns, but not always the details addressed or the people that bring the experience to life. We're changing that through the Nordstrom Now blog. Each week, we hope to share one-of-a-kind stories from across the company that highlight what makes Nordstrom unique and our customers and employees proud to be a "Nordy".

So if you've ever wondered how we came up with the idea for Nordstrom Local, what fashion trends we're excited about this season or what insights our executives are sharing, you'll want to [sign up here](#) and follow us [@NordstromNow](#) to never miss an update.