

NORDSTROM

The Making of SOMETHING NAVY

February 13, 2019



[Arielle Chamas](#) has captured worldwide attention with her social platform, [Something Navy](#), sharing sneak peeks into both her lifestyle brand and family journey all via Instagram. She's built a following of more than 1.1 million people and become a trailblazer in the evolving industry of fashion influencers.

Our story with Arielle began in 2017, when we partnered with her to create a capsule collection for [Treasure & Bond](#), a Nordstrom give-back brand that supports programs empowering youth. Arielle had been a longtime muse for the brand and was enthusiastic to create an exclusive collection with the Nordstrom design team. The Treasure & Bond x SomethingNavy collection was introduced in fall 2017, establishing the start of the dynamic partnership we have with her today.

The collection proved to be wildly successful – select pieces sold out within hours of the launch. We created an assortment that reflected Arielle's personal style and aesthetic, encouraging customers to try new trends and explore elements like a ruffled sleeve or asymmetric seam. As part of the design process, Arielle engaged her audience and asked for feedback on fabric swatches, colors and silhouettes, which our team was able to incorporate into the final product.

The initial collaboration demonstrated the opportunity to bridge the gap between everyday interests of customers and the shopping experience. Arielle's audience is vocal and opinionated, and we were excited to create a collection that reflects what customers are looking for in fashion – something we continue to do today.

After receiving positive customer feedback around the Treasure & Bond x Something Navy collaboration, we decided to evolve our partnership to introduce a dedicated brand aptly named, [SOMETHING NAVY](#). It marked the first time we've ever created a dedicated influencer brand. It's a brand that embodies both Arielle's personal style and the trends she encounters in the fashion world.

The day of launch, we sold out of key pieces in record time. Her collections represent one of our most successful partnerships to date and continues to be positively received by customers.

As we move into the next phase of the brand by introducing the new swim line on February 14 – Nordy Club members will receive early access on the 13th – we remain just as focused on engaging the customer as the day we started. We will continue to make SOMETHING NAVY more inclusive by introducing new categories and constantly strive to provide newness and a sense of discovery to everyone that shops with us.