

NORDSTROM

Zella: Customer Tested, L.A. Approved

May 20, 2019



We always strive to listen and learn from our customers to ensure we are delivering the best products and experiences. An example of this is [Project 18](#), an invite-only group of 800+ of our most engaged customers in Los Angeles that worked with us to co-create new offerings. We leveraged this group to help build a new line for one of our Nordstrom Made brands that officially launched today, the [Zella Community Collection](#).

Customer-centric, location inspired – that's what we had in mind when planning for this collection. We started the creative process by inviting around 100 of the Project 18 community members to build the collection with us. This was a diverse group who all shared a passion for fashion and an active lifestyle. Our design team met with them to gather feedback on each piece to make sure what we created was reflective of what they were looking for in an activewear collection. We provided the initial product ideas and then worked in close collaboration with the members on features such as pockets, length, zipper placement, colors, fabrication and more. Member feedback also validated our hypotheses that selection, convenience and service on their terms was important.

The collaboration was far more than just a focus group – there were numerous iterations with the members to ensure everyone remained aligned. Members also had the chance to test the products during workouts and provided additional feedback to ensure everything looked, felt and performed well.

This partnership with customers culminated in a collection featuring nine styles across activewear apparel and accessories available in multiple colors, which are inspired by the landscape of Los Angeles with pale pinks, greys and blues as the anchoring color themes of the assortment. An added bonus for the eco-conscious: All of the pieces are made from recycled polyester.

It was an incredible experience partnering with customers to create an assortment that is reflective of what they're looking for in an activewear brand. We're grateful for the time and energy both this group and all of Project 18 provided in designing the collection and new services.