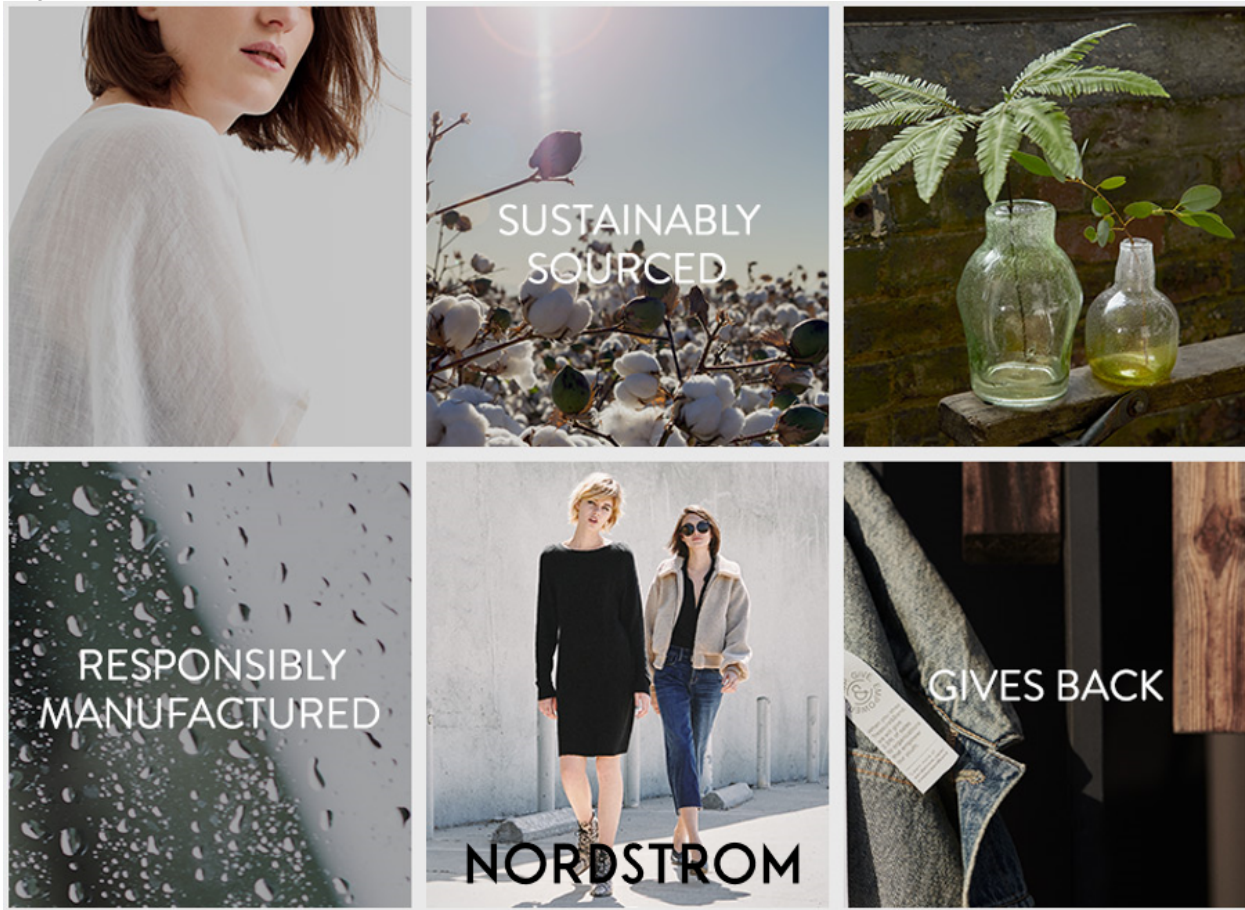


# NORDSTROM

## Sustainable Style

August 26, 2019



Trends may come and go, but sustainability is always in style.

At Nordstrom, offering innovative products with smaller environmental footprints and positive social impact is important to us — and it's important to our customers. In a 2018 Consumer Insights panel, 54% of the customers we surveyed said it would be helpful to have a separate online page to find more sustainable and responsible products. We took their feedback, worked closely with our brand partners and created a solution: [Sustainable Style](#).

The one-stop, easy-to-shop location on our website currently holds over 2,500 products from over 90 brands all focused on sustainability — and we are continually adding to the list. Each product in this category has to meet at least one of three qualifiers:

- Made from at least 50% sustainably sourced materials
- Manufactured in factories that meet higher social or environmental standards
- Gives back with every purchase

More details on how the products are chosen are available on [Nordstrom Cares](#).

You will see products from eco-friendly brands like [Patagonia](#) and [Eileen Fisher](#) in the category. You'll also see many Nordstrom Made favorites like [Treasure & Bond](#), which donates 2.5% of net sales to nonprofits that empower youth, along with hundreds of products made in factories implementing [HERproject](#).

We hope that by supporting customers to find more sustainable and responsible products, we're also supporting the brands that are developing innovative products like this, which will ultimately drive positive change across our industry — but we're not stopping there.

We're also proud to announce that we've joined the G7 Fashion Pact, a coalition of 32 fashion companies convened by French President Emmanuel Macron that is working to identify and promote goals that will reduce our impact on the climate, biodiversity and the oceans. We'll have more to share about our specific goals and targets in the coming months.

We believe that Nordstrom and the rest of the fashion industry plays an important role and shares responsibility in addressing these complex challenges. We're excited to work even more closely with so many of our brand partners and other retailers to continue to bolster our own and collective sustainability efforts.