

# NORDSTROM

## New Concepts @Nordstrom Men Launches Concept 006: 1017 ALYX 9SM

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*An Exclusive Capsule Collection from 1017 ALYX 9SM Celebrating the World of Matthew Williams and His Designs*



**NEW YORK (September 9, 2019)** – Sam Lobban, Nordstrom VP Men’s Fashion, introduces Concept 006: 1017 ALYX 9SM today, an eight-week pop-up celebrating the world of Matthew Williams and his designs, fusing subcultural references, tactical gear, utilitarian chic, and sleek tailoring.

The centerpiece of the concept features a Nordstrom exclusive 40-piece capsule collection from 1017 ALYX 9SM. The collection highlights four core looks – leather, signature, technical and formal, that encompass the 1017 ALYX 9SM brand and DNA.

“Alyx is rooted in functionality and how it can be incorporated into peoples’ lives,” said Lobban. “A lot of times fashion is for fashion’s sake, promoting purely the aesthetic. Matthew balances the aesthetic with making forward-thinking menswear that guys will really want to wear.”

Additional highlights from the pop-up include a leather car coat, Tyvek tactical vest, waterproof jacket with 3M details, signature chest rig, 3M logo printed city tees and hoodies, Nike essentials, underwear (including women’s styles) and a pre-release of the 1017 ALYX 9SM rollercoaster bracelet. Additional collaborations with Guidi and Stüssy will be introduced to the shop following the launch.

“Sam and I worked to create a collection we felt would really resonate with Nordstrom customers,” said Williams. “Our blood, sweat and tears went into designing pieces we really care about. Every piece in the collection has a story and some of the materials took a year to research and develop. We don’t have any stores yet, and our Nordstrom pop-ups are a great example of what our assortment would look like in an Alyx store.”

The exclusive collection is available through November 3 at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), Nordstrom Men’s Store NYC, Nordstrom Downtown Seattle, Nordstrom at The Grove in Los Angeles, Nordstrom Aventura Mall in Miami, Nordstrom South Coast Plaza in Costa Mesa, Calif., Nordstrom Michigan Avenue in Chicago, Nordstrom NorthPark Center in Dallas and Nordstrom Pacific Centre in Vancouver, B.C.

Last night, Nordstrom and 1017 ALYX 9SM hosted a dinner to kick off the launch of the Concept 006. Guests enjoyed a culinary experience created by Ghetto Gastro. Notable attendees included rappers A\$AP Ferg and Playboi Carti, photographer Renell Medrano, along with DJ’s Daniel Chetrit and Kitty Cash, stylist Matthew Henson and more.

**IMAGES:** [https://bfa.com/events/29262/share/nordstrom\\_sept8](https://bfa.com/events/29262/share/nordstrom_sept8)

**PHOTO CREDIT:** Angela Pham/BFA.com

Concept 006: 1017 ALYX 9SM is Lobban’s sixth shop in an ongoing series of New Concepts @Nordstrom Men, following previous concepts with a multi-brand outdoor collection called Out Cold, Dior, Japanese publishing house printings.jp, outdoor retailer Patagonia and legendary L.A.-based streetwear shop Union. The series of digital and physical pop-up shops invites customers to discover the newest menswear products in partnership with the world’s most compelling brands.

**Editor’s Note:** Campaign imagery, shop photos and product shots are available [HERE](#).

### About Matthew M. Williams

Raised in California, Chicago-born creative director Matthew M. Williams has worked with top talents from the worlds of art, music, photography and fashion throughout his decade-long career, shaping a refined aesthetic universe grounded in creative repurpose, innovation and craftsmanship.

A keen interest in the creative process of fashion has led Williams towards extensive research and development into garment construction and greater fashion philosophy. Starting with his debut women’s ALYX Autumne Winter 2015 collection, the comprehensive ready-to-wear, accessories, and shoe collections have grown to include full men’s and women’s collections, as well as collaborations with the likes of Nike, Dior, Moncler, and Mackintosh. Williams’ inclusion of utilitarian influence, his work within the entertainment industry, and in-depth knowledge of technology, craftsmanship and fabrication unite to inform a unique perspective of modern fashion. Today Williams lives and works in Milan, Italy.

### About Sam Lobban

Sam Lobban started his retail career on the sales floor at Selfridges, where he was quickly promoted to merchant roles. He then joined Mr. Porter, where he was a member of the team that grew the site, leading the strategy behind their designer capsule collections, such as Prada, Balenciaga, Gucci and Made in California. Sam joined Nordstrom in June 2018 as VP, Men’s Fashion to support merchandising, marketing, content development, store environment, private label and the shopping experience as it relates to menswear.

### About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 381 stores in 40 states, including 118 full-line stores in the United States, Canada and Puerto Rico; 248 Nordstrom Rack stores; three Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and four Nordstrom Local service concepts. Additionally, customers are served online through [Nordstrom.com](https://www.nordstrom.com), [Nordstromrack.com](https://www.nordstromrack.com), [HauteLook](https://www.hautelook.com) and [TrunkClub.com](https://www.trunkclub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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