

NORDSTROM

Local Expansion for Market Impact

October 27, 2020

In a year where things are slowing down and socially distancing, we're excited to share the news of speed and closeness through convenience and connection that only Nordstrom can offer. We know that customers want quick access to the best products and services, faster delivery and also want a personalized experience. That's the point of our market strategy —providing a seamless and compelling experience everywhere customers want to shop with us.

Our market strategy leverages our digital and physical assets in a market to serve customers on their terms. That means being closer to customers' homes and communities by providing order pick-up, returns and services in their neighborhoods. It means having the right product and bringing style advice closer to customers —from meeting with a stylist in-store to trunk services to digital styling experiences. It means making purchases closer to perfect by providing tailors to ensure the perfect fit. It means going above and beyond to connect with customers on their terms and deliver an experience that is relevant and personal.

While these are uncertain times, we're certain that this is the right strategy to best serve our customers. We've already rolled out this approach in our top 10 markets —Boston, Chicago, Dallas, Los Angeles, New York City, Philadelphia, San Francisco, Seattle, Toronto and Washington D.C.

(including Baltimore). Today, we're excited to announce the continued growth of this approach through the opening of two more Nordstrom Local neighborhood service hubs in Newport Beach and Manhattan Beach in California. The 1,193 square foot Newport Beach service hub will open November 6, and the 1,886 square foot Manhattan Beach will open in the coming months. Both provide a closer, more convenient touchpoint for customers in those areas to access their favorite convenient services like Curbside Pickup, tailoring and alterations, order pick-up, easy returns, styling [and more](#).

Los Angeles is one of our largest markets with 14 full-line stores, 30 Rack stores and now five Locals with the addition of these two new locations, which all demonstrate a continued commitment to being closer to our customers —and they've responded. Customers who engage with Nordstrom Locals spend up to 2.5x more.

In addition to the new Nordstrom Locals, we've also expanded our services for Los Angeles, which include next day online order pickup at all U.S. Nordstrom Rack stores for Nordstrom.com, NordstromRack.com and HauteLook.com orders with 4x product selection and free two-day delivery starting November 5 for Nordstrom cardmembers. Later this year, customers will be able to pick up their U.S. NordstromRack.com and HauteLook.com orders at their nearest Nordstrom and Nordstrom Local. Offering these types of services and fulfillment solutions allows Nordstrom to better serve customers and is a unique point of differentiation.