

NORDSTROM

Expanding our Active Lifestyle Offering with Tonal

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Growing our product offering in categories like Active is one way for us to get closer to our customers and their needs. This past year, we have seen an increase in demand for Active products to fit every lifestyle. By listening to our customers, we heard loud and clear that activewear, athleisure and athletic gear is a highly sought-after category. So to address their everchanging needs, we have expanded our Active assortment, introducing a dynamic site experience. The site enables curated searches for active brands by activity or category, in addition to discovering fitness and wellness advice, expert tips, product and performance guides. Featured sections include:

Shop by Activity —We're introducing expanded performance wear specific to Running, Training, Yoga, Hiking and Outdoor

Shop by Category —Shop in one place for the whole family: including shoes and apparel for Women, Men, and Kids plus Gear

Get into Gear —Head-to-toe accessories for a favorite workout, featuring everything from the Apple Watch Straps to Bala Weighted Bangles

Quick Hit —An interview series with bite-sized tips from experts about their favorite products and wellness tips

Product & performance —Guides like January's Performance Shoe Guide, or February's Running & Accessory Guide

We know customers are looking for inspired workouts that elevate their wellness goals, which is why we are taking our Active ambitions to the next level by partnering with [Tonal](#) —the smartest home gym and personal trainer. Tonal delivers the experience of working with a personal trainer in the comfort of your own home by providing the equipment, technology, and guidance to effectively reach your fitness goals. By using a proprietary digital weight system, Tonal generates up to 200 pounds of resistance and replicates every machine in the weight room with a fraction of the equipment. It also leverages A.I. to dynamically adjust the weight for each exercise in real-time, for your most effective workout.

Lori Marten, Nordstrom Vice President and Divisional Merchandise Manager said, "our goal is to help customers discover the latest active gear for style, performance and everything in-between, and we look forward to making it easier than ever to discover everything in one place so they can look and feel their best." The partnership is brought to life through a 50-square foot concept found in [40 Nordstrom locations](#), where customers can try the full Tonal experience firsthand.

Throughout 2021, we are expanding our Active lifestyle offering to become a trusted destination for inspiring and digitally led fitness gear. While we grow our product assortment, our partnerships with digital innovators like Tonal support our journey in offering unique brands our customers can't find anywhere else.