

NORDSTROM

Shop Sustainable Solutions with Package Free Pop-In

March 31, 2021

We believe we have a responsibility to prioritize environmental sustainability. Now more than ever, we know this is important to our customers, employees and communities we serve. As we approach Earth Day, we wanted to provide customers with a shopping experience to help discover new sustainable everyday solutions by introducing the latest Pop-In shop, Package Free.

Pop-in@Nordstrom x Package Free is a one-stop shop of everyday essentials focused on sustainable, green, eco-friendly and plastic-free products to help everyone live a zero waste, minimal and low impact lifestyle. Its mission is to reshape the consumer landscape, redefine what a great product looks like, and make a natural and plastic-free shop that's accessible, affordable and convenient for all. The shop was founded by environmental activist Lauren Singer who has been a true pioneer and role model for living a sustainable lifestyle. We talked to Lauren about how to live a zero-waste lifestyle and discussed easy sustainable hacks to incorporate in your day-to-day. See highlights from the interview below.