

NORDSTROM

Found in Translation: A New Language of American Style

August 20, 2021



New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands. We invite customers to discover the newest products as these unique collections come to life in the custom-built environments at select stores and online at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts) and [Nordstrom.ca/NewConcepts](https://www.nordstrom.ca/NewConcepts).

Sam Lobban, SVP of Designer and New Concepts at Nordstrom brought together Nordstrom Men's Fashion and Editorial Director, Jian DeLeon, a Philippine-born immigrant, and creative entrepreneur Joshua Kissi, a Ghanaian-American, to curate Concept 014: Found in Translation in-store shop and visual campaign that speaks to their interpretation of traditional American style codes.

"As an artist and storyteller, my culture has always been a backdrop of how I started to navigate the world around me. Being Ghanaian and growing up in New York City in the west side of the Bronx felt like being on the streets of Accra sometimes," says Kissi. "Found In Translation speaks to immigrant communities' contributions here in America that supersede the economic development of the American "Dream" but rather the dreams they chose back in their respective homelands. I used to look at photos of my father back in Ghana during the 70s wearing a double-breasted blazer, flared tweed pants and a kente patterned shirt. It's from those family albums that I immediately identified what it looked like to carry your culture with you wherever you go as it's your superpower."

Concept 014 is a celebration of how global heritage and underground subculture have shaped modern menswear and features product from brands including Baracuta x Needles, Champion Tears and Eric Emanuel x New Era, as well as exclusive capsules from BEAMS, Bel-Air Athletics, Drake's, Foreign Currency, G.H. Bass, Our Legends and Schott NYC.

The shop has a range of men's ready-to-wear, shoes and accessories, with product ranging from \$20 - \$1,960 USD and \$25 - \$2,548 CAD.

Nordstrom is giving five percent of total sales from Concept 014: Found in Translation to [Kids In Need of Defense](https://www.kind.org) (KIND) and is committed to making a minimum donation of \$25,000. KIND is the preeminent U.S.-based nongovernmental organization devoted to the protection of unaccompanied and separated children through their work to ensure that all children have access to legal counsel to safeguard their rights and well-being. Nordstrom will also partner with KIND to offer volunteer opportunities between employees and the children within KIND's network.

Concept 014: Found in Translation is available online starting August 19 through late October at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), [Nordstrom.ca/browse/men/new-concepts](https://www.nordstrom.ca/browse/men/new-concepts), as well as 12 retail locations including Nordstrom Men's Store NYC (New York, NY), Nordstrom Downtown Seattle (Seattle, WA), Nordstrom Michigan Avenue (Chicago, IL), Nordstrom South Coast Plaza (Costa Mesa, CA), Nordstrom Fashion Valley (San Diego, CA), Nordstrom Century City (Los Angeles, CA), Nordstrom Valley Fair (San Jose, CA), Nordstrom Tysons Corner (McLean, VA), Nordstrom Northpark (Dallas, TX), Nordstrom Phipps Plaza (Atlanta) Nordstrom Aventura (Aventura, FL) and Nordstrom Pacific Centre (Vancouver, BC, Canada).