

NORDSTROM

More Reasons to Rack: Nordstrom Rack Rolls Out New Logo

September 13, 2021

NORDSTROM rack

Today, we rolled out a new Nordstrom Rack logo and a new brand campaign, More Reasons to Rack –a playful celebration of the many ways we offer customers to shop.

The new campaign will reach customers in nine of our [top 20 markets](#) with an aim to share with more customers the joy of shopping with Nordstrom Rack and demonstrate the many ways to Rack through an authentic, inclusive, and, sometimes irreverent lens.

The campaign highlights how our customers can shop their style, their way and enjoy an integrated shopping experience that is easy and fun, including:

- More ways to shop: Nordstrom Rack app, NordstromRack.com and Nordstrom Rack stores
- More convenient and personalized services: Nordstrom and Nordstrom Rack order pickup and returns
- More brands to discover: from designer to basics
- More categories: men's, women's, kid's, shoes, home and beauty

More Ways to Rack builds on our broader [Closer to You](#) brand promise to deliver convenience and connection to our customers. Nordstrom Rack continues to play a critical role in this strategy and promise. In fact, during [Nordstrom Anniversary Sale](#), nearly 40% of next-day pick-up orders for Nordstrom were picked up in a Rack store, evidence of the power of integrating capabilities across our two brands.

Through the More Ways to Rack brand campaign, we aim to broaden the aperture of the Rack customer by expanding our price and product offering, encourage customers to shop across Nordstrom and Nordstrom Rack and offer a digitally connected shopping experiences with features including, express mobile check out, online ordering via the Nordstrom Rack App and [NordstromRack.com](#) and scan and shop. As we bring more customers into Nordstrom Rack stores and online, we will develop a robust ecosystem across both brands.

This campaign also debuts in advance of our newest Nordstrom Rack store opening in Tacoma, Washington on September 14. Today, Nordstrom Rack operates over 245 stores in the U.S. and Canada.