

NORDSTROM

Nordstrom Home Debuts a New Destination of Discovery

September 24, 2021

This fall, we are excited to debut a redefined Home concept along with the opening of the Nordstrom Home NYC shop, an inspiring yet approachable two-story retail experience at our Nordstrom NYC Flagship. The shop will be a unique expression of the Nordstrom Home concept, with an extensive selection of home goods that meet the needs of local New Yorkers and tourists alike.

Nordstrom Home will be the ultimate destination for discovery for our customers, offering a thoughtful curation of furnishings and objects from established and prestige to emerging and unexpected brands, across all price points. With this concept, we are rethinking the way style and design contributes to customer's lives in their most personal spaces by offering relevant everyday things to make their spaces more fulfilling, easy, fun and inspiring.



With a dedicated focus on three category pillars including Kitchen and Tabletop, Home Textiles, and Home Décor, Nordstrom Home brings together the best brands in the market from emerging brands like [Fendi Classics](#), [GODICE](#), [Glasnost](#) and [Sera](#) to established customer favorites like [Bot & Branch](#), [Casper](#), [Duke](#), [Maison Martin Margiela](#), [Maison Martine](#), [Mossman](#), and more. Nordstrom Home also serves as a physical touchpoint to beloved Direct-to-Consumer brands by serving as a key retail partner to names including [Beyoncé](#), [Caraway](#), [Casper](#), [Five.Ten by Fred Segal](#), [Great Assets](#), [Hugoboss](#) and [Joe Fresh](#) amongst many others.

Our newly expanded merchandising assortment is expertly curated by a newly assembled team of seasoned merchandisers with strong collective industry experience across some of the most renowned brands and retailers in the Home space, and led by Olivia Kim, VP of Creative Projects and Home at Nordstrom.

"We know that the Nordstrom customer comes to us as a trusted source for fashion when it comes to their wardrobes, and Nordstrom design-works as an extension of that lifestyle offering by bringing an approachable design-driven point of view into their homes," says Olivia Kim, VP of Creative Projects at Nordstrom. "We wanted to create a style-focused destination for the home by bringing together the best brands out there, we hope that Nordstrom Home will spark a sense of discovery as our customers uncover new brands amongst some of the ones they know and love."

Nordstrom Home will serve as an ever-evolving resource for design-forward merchandise, giving our customers the opportunity to come across what's next in home, including new brands, products, categories, and experiences. The concept will be available at Nordstrom stores nationwide and online at Nordstrom.com/home. Nordstrom Home will offer a robust selection of online products and services to complement its in-store offerings for a seamless experience including an interactive digital experience featuring content from a diverse range of brands that will offer home style inspirations and help customers navigate shopping for their home.

A DISTINCTLY NEW YORK RETAIL EXPERIENCE.



In late September, Nordstrom Home will debut an expansive, two-level retail space at the Nordstrom NYC Flagship cleverly designed for the busy New Yorker as well as the tourist looking for something unique. With a selection of everyday solutions for city living like innovative yet compact appliances and small furniture designed for apartments, to exclusive suitcase friendly souvenirs, the store aims to offer something for everyone. Nordstrom Home NYC will offer over 50 new brands, and more than 1400 customer choices.

In keeping with our commitment to supporting local businesses and fostering a sense of community and connection, the Nordstrom Home NYC Shop will showcase a number of New York-born brands, institutions and businesses such as design-forward décor and housewares from the MOMA Design Store, a dedicated BEVERLY's shop installation, and products from [Quake Supply](#), [Ben Fudge](#), [Bale](#), [Dorian Chabon](#), and [Zipporah Street Studio](#). There will be unique handcrafted pieces from local makers such as lamps by [Aliso](#), ceramics by [Danielle Tulien](#), and furniture designed by artist [Mico Hordley](#). The Nordstrom Home NYC shop will feature kitchenware brand [Great Jones](#) 'first-ever' physical retail experience, in a multi-floor immersive build-out in collaboration with Co-Founder [Sara Taniguchi](#), showcasing some of her favorite products as well as an exclusive offering of a limited-edition color in select bestselling Great Jones designs.

"We are so excited to bring the renewed vision of Nordstrom Home to life with the opening of the Nordstrom Home NYC Shop," says Olivia Kim. "We thoughtfully and purposely sought after independent small makers, established designers, and renowned institutions rooted in the city itself to support local businesses, as we believe it is important, now more than ever, to cultivate connection in and be a platform for the community that we serve."

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