

# NORDSTROM

## Sub Pop Records Releases Nordstrom Signature Song *Never Be Another You*

November 18, 2021

You may have heard that we've commissioned a signature song to accompany our marketing efforts that is a cover of the song *Never Be Another You* originally recorded by Lee Fields and The Expressions in 2016. The new version features vocals by local Seattle emerging artist Shaina Shepherd. We believe this music conveys the ease and calm of how Nordstrom can make you feel by taking care of you, appreciating you, helping to make you feel good.

Today, Sub Pop Records announced the digital release of Shaina Shepherd's cover of *Never Be Another You* on all digital streaming platforms with proceeds benefiting Seattle-based [Africatown](#). The song is the result of our collaboration with Sub Pop that expands support for local and emerging musicians and the nonprofit community organizations that inspire them and help them thrive.

The song is prominently featured in our [2021 holiday campaign](#) and can be seen and heard [here](#). Also, on Monday, November 22 at 9:30 a.m. PT/12:30 p.m. ET, tune in to KEXP 90.3 FM or [www.KEXP.org](#) to hear a live performance and interview with Shaina.

Sub Pop CEO, Megan Jasper describes the song, "Shaina's rendition of this song is perfectly attuned to the season and year, and I think it's emblematic of what it feels like to be seen and celebrated both for our uniqueness and our connection to others." Jasper adds, "What a thrill to join forces with Nordstrom to champion the amazing local artists and organizations that lift up our community."

Nordstrom President and Chief Brand Officer, Pete Nordstrom added, "We are thrilled with how the song turned out and how it's the perfect fit for Nordstrom's *Closer To You* campaign. Shaina and this group of fantastic Seattle musicians really came together in the spirit of art, and community. Seattle has a very rich musical legacy, and we are excited we were able to engage the talent in our own community to give the song an authentic feel. It became a very Seattle community moment when Megan and the fine folks at Sub Pop decided they wanted to release it as a single."

Shaina Shepherd describes the project from her perspective, "I am so deeply honored to be part of this project highlighting not only the incredibly supportive and influential Seattle music community, but the power of music to inspire togetherness and global impact. Seattle is my home, and the central district is my village. As I have grown and evolved as a person and an artist, it is the commitment of organizers and community activists that have shaped and inspired my art. It feels like a full circle to have my voice contribute to the collaboration between one of Seattle's most influential companies, Seattle's most historic record label and a Seattle organization dedicated to retaining the unique cultural landscape that has helped foster my music. This song fully captures the spirit of giving and the power of the human spirit that when activated can help people utilize their own joy to change the world around them."

Proceeds from the sale of the digital single will benefit Seattle-based [Africatown](#), a non-profit organization selected by Shaina. The people of Africatown are working toward community ownership of land in Seattle's Central District to support the cultural and economic thriving of people who are part of the African diaspora in the Greater Seattle region.

For more information on Shaina Shepherd, follow her on Instagram at [@shainashepherdmusic](#) and sign up on her [website](#) for alerts on performances and new music.