

NORDSTROM

Nordstrom's Fashion Show Summit: Jan Jackwerth Brown

February 21, 2022

Jan Jackwerth Brown, president and executive vice president of Fashion, Product Group, recently joined the Black History Month Symposium by Helene F. Patten Pilon for a conversation with Designer (She) of Our Friends in New York. She highlights her time conversation on key thought-leadership partnerships and collaborations with our Nordstrom Product Group.

Nordstrom leads our diversity, inclusion and belonging goals – how are you creating impact through your work for the Black community?

As a company, we're working through diversity across all of our business – recruitment, talent, and all of our business. There are four key areas we continue to make progress in and our goals for which include talent, culture, belonging, and leadership.

One of our most important areas is talent and ensuring we are representing the communities we serve. The culture we create within Nordstrom is important in helping us attract and retain people who bring their whole selves to work. And how we are able to represent an even cross-section of those areas of focus. Lastly, our marketplace goals go hand in hand with our marketing efforts. We want to make sure our marketing about the brands and products we carry that we bring different customers to mind. There are many brands, including our own, that we are committed to making 2022 a real year for brands, diversity, and equity in design by Black and Latinx leaders by the end of 2022. We're committed to 10% growth in our Black and Latinx customer base.

How do you think about bringing different perspectives into the design process for your private label brands?

I talk about the importance of getting different perspectives into the design process. We're talking about marketing and design with our customers in mind and we can see that an opportunity to design with respect of race, gender, and background. The goal is to create whatever we can create in what our customers want – that's being for our needs.

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