NORDSTROM

New Concepts@Nordstrom Concept 017: SPORTS!

May 16, 2022

Last week, we launched our latest New Concepts shop, Concept017: SPORTS!, a multi-brand active shop, highlighting apparel, footwear and accessories for golf, tennis, running, training, and cycling. Inspired by nostalgic sportswear that holds up to today's rigorous performance standards, Concept017 marks the seventeenth project for New Concepts.

The shop highlights key brands that bring new life to training, running, cycling, tennis and golf with products that blur the lines between high-style and high performance. Concept017: SPORTS! will feature exclusive capsules for several sports including:

- **Golf**: Bogey Boys and Stephen Stuart.
- **Tennis**: Fila Grand Slam, Lacoste, Partee, Patterson and Reigning Champ.
- **Running and Training**: FAU, Direct Vision, Hoka One One, Q Design Studio, On Running and Y3.
- **Cycling**: Santini, MAAP, and Last Narrow Studios.

Five of the sixteen brands will be available at Nordstrom for the first time. The shop includes a range of women's and men's ready-to-wear, shoes and accessories, with products from $7 - $500.

"Heading into summer, we are excited to offer the Nordstrom customer a fresh take on sports products" says Sam Loldas, SVP of Designer and New Concepts. "Whether you are a performance athlete or just trying out a sport for the first time, we hope Concept017 offers something unique and interesting you may not have seen before."

Concept017: SPORTS! is available online now through the end of July at Nordstrom.com and select stores.