

NORDSTROM

What's Next for Styling at Nordstrom

May 24, 2022

Central to Nordstrom's DNA is our commitment to helping our customers feel good and look their best. In today's dynamic retail environment, that means creating increasingly personalized experiences that connect our customers with the high-quality products they want, when and where they want them.

We call this focus "Closer to You" and it's how we deliver the kind of services customers expect from Nordstrom.

Styling has and will continue to play a key role in our ability to do this. Over the past several years, we've developed a number of new ways for customers to engage with our styling services, whether they prefer self-service inspiration or a high-touch and personalized relationship with a Nordstrom stylist.

The response to these offerings has been overwhelmingly positive: today, people that engage with Nordstrom styling services are some of our most loyal customers—they visit our stores more frequently and spend seven times more with us than those who don't.

As we've grown this area of our business, we've also gained insight into which services our customers enjoy the most. We've learned that our customers love personalized digital styling and in-person styling experiences, but we haven't seen that same level of customer satisfaction with our Trunk Club offering. In response to this feedback, we've made the decision to sunset the Trunk Club brand and will no longer serve our customers through trunks.

This change will enable us to create a more cohesive styling experience, simplify our business, and better serve our customers with capabilities and features we know they love.

While we say goodbye to trunks, our customers can continue to discover new brands, find the right fit, and connect with [Nordstrom stylists](#) wherever is most convenient for them: through virtual and in-store styling appointments, looks, and style links and boards.

We're excited to enter the next phase of styling at Nordstrom, deepen our connection with our customers, and continue to offer personalized services they can't get anywhere else.

Interested in learning more about styling services at Nordstrom? Visit our website [here](#).