

NORDSTROM

Meet the Stylist: Alexa Ramon

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Frisco, Texas based [Stylist Ambassador](#), Alexa Ramon walked us through some of her top styling tips, her favorite fashion month trends she saw on the runways this year and how she styled seven groomsmen in one appointment. See our conversation with Alexa below.

Q. Tell us a little bit about your journey at Nordstrom and how you became a stylist.

My journey at Nordstrom started about seven years ago. During that time, I was a college student working at Nordstrom Rack. I would always hear how amazing and talented Nordstrom Stylists were, so, when the opportunity came, I was excited to begin my journey as a Nordstrom stylist. I started as an intern in the men's department which is what I specialize in today.

Q. What has the transition into digital styling been like and how has your career evolved?

Using tools like Styleboards and Style Links had made a big difference in how I serve customers. I have customers that come to the store for a business conference and are only here for a short amount of time, but with virtual selling I can style them from wherever they are. I've also had a lot of customers visit me just for the [Anniversary Sale](#) from out of state, but I'm able to interact with them year-round. So, I'm able to build relationships with my customers and really get to know their personal styles, even if they don't shop with me in-person.

Q. Can you describe your favorite customer interaction?

One of my customers reached out asking if I would be able to help style his brother for his wedding along with his seven groomsmen. They all flew from out of state for an in-person appointment —they had a full day at the store, from suit measurements to lunch at one of our restaurants, they enjoyed the experience. Each of them lived in a different state, so we shipped their suits to them and booked alteration appointments at a Nordstrom store nearest to them. Having seven simultaneous appointments was an amazing experience. The part of my job I love the most is making my customers feel good and look their best —they event sent me photos from the wedding!



Q. Do you have a favorite styling tip or trick that you like to show your customers?

I start with a good capsule wardrobe. In terms of suiting, getting the shades of blue and grey is a great start to a wardrobe and can be versatile from day to night. One of my favorite trends from fashion month I saw was the transition to lighter tones in suiting, like oatmeal and beige —I'm excited to show this to my customers as a great addition to a capsule wardrobe. A great statement sneaker is also something I encourage my customers to purchase. Sneakers are one of the most versatile pieces to add to any wardrobe.

Q. What's your favorite thing about being a stylist?

Seeing how my customer's mood changes throughout the appointment or by simply trying something new. You can see their confidence growing when they reach for a color or silhouette, they normally wouldn't gravitate towards —they see themselves in a new light, and that is the most gratifying thing to witness as a stylist.