

# NORDSTROM

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**NORDSTROM DEBUTS CONCEPT 001: OUT COLD**

**Sam Lobban, VP, Men's Fashion, Introduces a 20-Brand Winter Weather Shop**

**NEW YORK (January 11, 2019)** – Launching in January 2019, Nordstrom Men will introduce **New Concepts**, a platform for customers to discover the latest and best products in menswear. Directed by **VP Sam Lobban**, New Concepts will feature physical and digital pop-up shops in partnership with the world's most compelling brands.

New Concepts begins with **Concept 001: Out Cold**, a curated collection of the world's 20 most compelling brands for ski, snow, rain and technical gear dedicated to inclement weather. Out Cold will come to life with a digital shop on Nordstrom.com through March, and special installations in the New York Men's Store and Seattle Flagship, through the month of January.

The merchandise offering will feature the most advanced **ski and outdoor** apparel from brands like Arc'teryx Veilance, KJUS and Snow Peak, the ultimate **urban** winter armor from Golden Bear and Mackintosh, technical **footwear** from HOKA ONE ONE and Salomon, and a range of outdoor **gear** from Hydro Flask and Leatherman.

Out Cold includes the following brands:

**Aigle** (France)  
**Arc'teryx** (Canada)  
**Arc'teryx Veilance** (Canada)  
**Aztech Mountain** (USA)  
**Blundstone** (Australia)  
**Blunt Umbrellas** (New Zealand)  
**Cotopaxi** (USA)  
**Diemme** (Italy)  
**Golden Bear** (USA)  
**HOKA ONE ONE** (France)

**Houdini Sportswear** (Sweden)  
**Hydro Flask** (USA)  
**K-Way** (France)  
**KJUS** (Switzerland)  
**Leatherman** (USA)  
**Mackintosh** (Scotland)  
**New Balance** (USA)  
**Salomon** (France)  
**Snow Peak** (Japan)  
**Woolpower** (Sweden)

With New Concepts, Sam expands and elevates the men's offering, providing Nordstrom Men's customers access to a variety of international and limited distribution brands to discover.

**About Sam Lobban**

Sam Lobban started his retail career on the sales floor at Selfridges, where he was quickly promoted to merchant roles. He then joined Mr. Porter, where he was a member of the team that grew the site, leading the strategy behind their designer capsule collections, such as Prada, Balenciaga, Gucci and Made in California. Sam joined Nordstrom in June 2018 as VP, Men's Fashion to support men's merchandising, marketing, content development, store environment, private label and the shopping experience as it relates to men's wear.

**About Nordstrom**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, Nordstrom now operates 379 stores in 40 states, including 121 full-line stores in the United States, Canada and Puerto Rico; 244 Nordstrom Rack stores; three [Jeffrey](#) boutiques; two clearance stores; six Trunk Club clubhouses; and three Nordstrom Local service concepts. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), [HauteLook](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.