

Black/style@Nordstrom

Celebrate and discover Black fashion and design with Nordstrom's newest pop-up shop

SEATTLE (February 2) – This month, Nordstrom announces the launch of Black/style@Nordstrom, a celebration of Black fashion and design that spotlights the work of designers and creatives we're obsessed with. Discover emerging brands along with ones you know and love all together in one place with a merchandise curation spanning across men's and women's fashion, accessories, home, beauty, kids, and more. The limited time pop-up shop launches on February 2 in select Nordstrom stores and online at [Nordstrom.com](https://www.nordstrom.com).

At Nordstrom, we have long believed in the value that diversity brings to our company and our communities. Fostering emerging brands and providing our customers with an ever-evolving assortment and sense of discovery is an important part of our mission. Black/style@Nordstrom is just one of the ways Nordstrom is building a community of diverse voices and brands and supporting our Fifteen Percent Pledge commitment to buying 10x more merchandise from Black-owned and founded businesses by 2030.

Black/Style@Nordstrom weaves together diversity and discovery, giving our customers access to new and exciting brands while highlighting ones that have long been part of our offering, such as Brother Vellies, Estelle Colored Glass, Khiry, The Oula Company, Ree Project and more.

This cross-category shop has something for everyone from fashion brands like Honor the Gift, Sami Miro Vintage, Daily Paper, Laquan Smith and Wales Bonner to beauty brands like Golde, Oui the People and Terra.tory. Discover home décor finds from brands like Claude Home, Royal Jelly Harlem, and Homa Studios and stylish pieces for kids from Candid Art, Ice Cream, and Sun & Lace. Additionally, we've partnered with camera brand Manual NYC, who will not only be part of the shop, but also collaborated with 17 brands included in the shop to shoot unique editorial content to help tell their own stories, which will be featured throughout the shop online and in-store.

A full list of brands included in Black/style@Nordstrom include:

- Actually Curious
- Adeshola Machined
- Ahluwalia
- Anima Iris
- Ascension
- Aya Paper Co
- Beneath Your Mask
- Beyond Interior
- Billionaire Boys Club
- Brother Vellies
- Candid Art
- Ceylon
- Claude Home
- Connor McKnight
- Daily Paper
- Estelle Colored Glass
- Expedition Subsahara

- Gilded Body
- Golde
- Harbison
- Harlem Candle Co
- Heron Preston
- Head of State
- Homa Studios
- Honor the Gift
- Icecream
- Khiry
- King + Lola
- KNC Beauty
- Laquan Smith
- Lu By Lu
- Manual
- Martine Ali
- One DNA
- Oui the People
- People of Color
- Petit Kouraj
- Pretty Please Teethers
- Rayo & Honey
- Ree Project
- Reisfields NYC
- Royal Jelly Harlem
- Sami Miro
- Spencer Badu
- Sun & Lace
- Terra.tory
- The Oula Company
- TSAU
- Unwrap
- Utility Objects
- Wales Bonner
- Wear Brims

[HERE](#) is a link to product and editorial imagery – shop images will be available on Friday, February 3.

Black/style@Nordstrom is available in eight Nordstrom locations and online at [Nordstrom.com](https://www.nordstrom.com) from February 2 through March 8 in NYC and through April 2 in the remainder of the locations and Nordstrom.com.

- Aventura, Aventura, FL
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Houston Galleria, Houston, TX
- Michigan Avenue, Chicago, IL

- South Coast Plaza, Costa Mesa, CA
- Tysons Corner Center, McLean, VA
- Nordstrom NYC Flagship, New York, NY

To celebrate the launch of the shop, Nordstrom will be hosting an event for our community and customers on Friday, February 3rd at the Nordstrom NYC Flagship location.

To learn more about our diversity, inclusion and belonging strategy, goals and programs visit [Nordstrom.com](https://www.nordstrom.com).

ABOUT NORDSTROM:

Nordstrom, Inc. (NYSE: JWN) exists to help customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision they make. This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them to serve customers when, where and how they want to shop – whether that’s in store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.

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