

NEW CONCEPTS @NORDSTROMMEN INTRODUCES CONCEPT 004: PATAGONIA Pop-Up with Outdoor Retailer Patagonia Focused on Sustainability

New Concepts
@NordstromMen Concept 004



NEW YORK (June 6, 2019) – Sam Lobban, Nordstrom VP Men’s Fashion, announces Concept 004: Patagonia, the fourth shop in an ongoing series of New Concepts@NordstromMen, focused on sustainability in collaboration with the beloved outdoor-retailer. The shop features the brand’s most iconic outdoor gear for the whole family, in an array of styles that are Fair Trade certified and made with recycled materials, as well as a collection of previously-owned Patagonia products from their Worn Wear program. This is the first time New Concepts expands its offering to include products for women and kids. Concept 004: Patagonia opens on June 6 in select Nordstrom stores and online.

Patagonia aims to produce clothes that last, while minimizing its environmental impact. The curated offering includes brand favorites like Responsibili-Tees, Baggies shorts, Snap-T fleece pullovers, and more. Each shop will also house pieces from Patagonia’s Worn Wear, a program created in 2013 to keep gear in action longer by expertly repairing ripped, torn or broken pieces and reselling functional, used gear that Patagonia customers have traded in. Keeping clothing in use just nine extra months can reduce the related carbon, water, and waste footprints by 20-30 percent.

“The more you learn about Patagonia, the more you connect with their overall mission to protect the planet,” said Lobban. “I’ve always been a fan of sustainable fashion that is functional, well made and built to last, and we’re excited to share Patagonia’s story through our pop-ups.”

The limited pop-up shops are available through July 7 at Nordstrom.com/NewConcepts and in four stores: Nordstrom Men’s Store NYC, Nordstrom Downtown Seattle, Nordstrom Pacific Centre in Vancouver, B.C., and for the first time at Nordstrom at The Grove in Los Angeles. Each of the shop’s spaces has been custom-designed in collaboration with Patagonia, along with special fixtures created by renowned artist Jay Nelson from reclaimed and sustainable lumber sources.

Concept 004: Patagonia is Lobban’s fourth project for New Concepts@NordstromMen, following previous concepts with Dior, Japanese printing house printings.jp and a multi-brand outdoor collection called Out Cold. The series of digital and physical pop-up shops invites customers to discover the newest menswear products in partnership with the world’s most compelling brands.

About Patagonia

Patagonia is in business to save our home planet. Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. A certified B-Corporation, the company is recognized internationally for its commitment to product quality and environmental activism—and its contributions of more than \$100 million in grants and in-kind donations to date.

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 merchandising, marketing, content development, store environment, private label and the shopping experience as it relates to menswear.

About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 379 stores in 40 states, including 119 full-line stores in the United States, Canada and Puerto Rico; 246 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.

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