

# NORDSTROM

## NEW CONCEPTS @NORDSTROM MEN LAUNCHES CONCEPT 011: Noah

**NEW YORK (August 6, 2020)** –New Concepts at Nordstrom introduces Concept 011: Noah, a collaborative effort forged through a longstanding relationship between Nordstrom SVP of Designer and New Concepts Sam Lobban and Brendon Babenzien, founder of the NYC-based clothing brand Noah - created as realization of Babenzien’s vision of an uncompromising pursuit of quality, integrity, and originality.

Concept 011: Noah, celebrates the convergence of small and big business, amplifying the Noah brand ethos of conscious consumption as well as social and environmental awareness to consumers across the nation through Nordstrom.

By working together, Noah and Nordstrom hope to be a changing guard in the retail landscape, helping to set a new standard for collaboration.

“The world can’t afford business as usual anymore,” explains Noah Founder Brendon Babenzien, “the old ideas of big business and small business and the imbalance of power within the fashion industry needs to be a thing of the past. Our industry was created by people with vision and passion and a lust for life and fun. But over time, business has slowly eroded the creative position. Sam’s work within Nordstrom is a great example of how the industry is evolving, understanding that the bottom line can be improved by having fun and working on interesting partnerships where everyone benefits.”

The launch will explore the resonance of an emerging brand across national markets without the in-store representation typical of previous New Concepts partnerships, a reflection of a global health crisis and how both Nordstrom and Noah are adapting. Through Concept 011: Noah, both Nordstrom and Noah hope to regain some of the creativity and the joy that built this industry in the first place.

Combining product exclusive to Nordstrom with a selection of the core Noah offering and new product, Concept 011: Noah is both a primer for consumers new to the brand and a well-rounded offering for longtime fans.

“We always aim for New Concepts to be about discovery and as retail continues to change, we’re adapting the model as we go along. Noah felt like an important partner to use the New Concepts platform as a way to amplify their voice and message,” explains Sam Lobban, SVP of Designer and New Concepts “with everything going on in the world, that’s more important than ever.”

Concept 011: Noah will be available through the fall at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts) with product available in-store at Nordstrom Men’s Store NYC, Nordstrom Downtown Seattle, Nordstrom South Coast Plaza, Nordstrom NorthPark Center in Dallas and Nordstrom Pacific Centre in Vancouver, B.C.

### **About New Concepts**

The brainchild of Sam Lobban, SVP Designer RTW at Nordstrom who joined the North American retailer in 2018, New Concepts connects the online and brick-and-mortar consumer experience for the world’s most exciting brands in custom-built environments.

### **About Sam Lobban**

Sam Lobban, SVP of Designer and New Concepts at Nordstrom 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 and is now supporting merchandising, marketing, content development, store environment, and the shopping experience across all Designer categories for both Men’s and Women’s.

**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 354 stores in 40 states, including 100 full-line stores in the United States, Canada and Puerto Rico; 247 Nordstrom Rack stores; two clearance stores; and five Nordstrom Local service hubs. Additionally, customers are served online through [Nordstrom.com](http://Nordstrom.com), [Nordstrom.ca](http://Nordstrom.ca), [Nordstromrack.com](http://Nordstromrack.com), [HauteLook.com](http://HauteLook.com) and [TrunkClub.com](http://TrunkClub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

**About Noah:**

Noah is an American men's clothing brand founded by Brendon Babenzien, based out of its flagship store on 195 Mulberry St. in Soho, New York City. Brendon's free-thinking vision has long been at the heart of the movement merging the rebellious vitality of skate, surf, and music cultures with an innovative appreciation of classic menswear. Noah was created to realize this vision fully, in uncompromising pursuit of quality, integrity, and originality.

As a brand, Noah seeks to take a stand against many of the appalling practices of the fashion industry. Our clothes are made in countries, mills and factories where tradition, expertise and human dignity take precedence over the bottom line. We donate portions of our profits to causes we believe in. We speak out on issues we find important and try to help give voice to the people and organizations we care about. We do this humbly, but with a firm belief that a responsible brand is a healthy one; that putting our values on the line pushes us to do our best.

The interests and influences that inspire our clothing fall under a large, inclusive, cross-generational umbrella. Our ideas come as much from the possibilities we see in fabrics and designs as our commitment to living active, engaged lifestyles. We believe in doing things our own way, with conviction, according to principles we determine ourselves. That's the definition of punk rock to us, and we're interested in the endless ways people from all walks of life manifest this attitude. We invite you to join us, both in our flagship store and online, and tell us how you do it.

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