

NORDSTROM

NEW CONCEPTS @NORDSTROM MEN LAUNCHES CONCEPT 009: Thom Browne

NEW YORK (March 12, 2020) – Sam Lobban, Nordstrom VP Designer Ready-to-Wear and New Concepts, introduces Concept 009: Thom Browne a celebration of menswear in its many forms. Featuring more than thirty exclusive styles ranging from ready-to-wear, accessories and lifestyle pieces priced from \$80-\$1,790, the core offering explores the athletic aesthetics inherent to Thom Browne that can be worn together or as individual statement pieces.

“We have learned more about our menswear customer with each New Concept launch. What we are excited to discover with Thom Browne is how the concept of “suited” continues to evolve in the eyes of consumers,” explains Sam Lobban VP of Designer Ready-to-Wear and New Concepts. “We have seen so many iterations of it on the runway and now we’re bringing a concept that combines traditional as well as unconventional tailoring to our broader customer base.”

The exclusive collection will be available through May 3rd at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), Nordstrom Men’s Store NYC, Nordstrom Downtown Seattle, Nordstrom at The Grove in Los Angeles, Nordstrom Aventura Mall in Miami, Nordstrom South Coast Plaza in Costa Mesa, Calif., Nordstrom Michigan Avenue in Chicago, Nordstrom NorthPark Center in Dallas and Nordstrom Pacific Centre in Vancouver, B.C.

“Nordstrom is a classic American brand...
Thom Browne is a classic American brand...
I’m very proud to partner with them on this project...”

The capsule was inspired by the spirit and achievement of the varsity athlete...
The environment for in-store experiences was built upon the idea of the classic collegiate locker room...

With this capsule we are celebrating the sense of spirit in university athletics...
True university inspiration in shades of grey and red, white, and blue...

A uniform, for everyone...”

- Thom Browne

About New Concepts

The brainchild of Sam Lobban, VP of Designer Ready-to-Wear and New Concepts 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 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 381 stores in 40 states, including 118 full-line stores in the United States, Canada and Puerto Rico; 248 Nordstrom Rack stores; three Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and four Nordstrom Local service concepts. Additionally, customers are served online through [Nordstrom.com](https://www.nordstrom.com), [Nordstromrack.com](https://www.nordstromrack.com), [HauteLook](https://www.hautelook.com) and [TrunkClub.com](https://www.trunkclub.com). Nordstrom, Inc.’s common stock is publicly traded on the NYSE under the symbol JWN.

About Thom Browne

Thom Browne is widely recognized for challenging and modernizing today’s uniform: the suit. By questioning traditional proportions, Browne’s designs consistently convey a true American sensibility rooted in quality craftsmanship and precise tailoring.

In 2001, Browne began his business with five suits in a small “by appointment” shop in New York City’s West Village and, in the years following, expanded his business to include complete ready-to-wear and accessories collections for both men (2003) and women (2011). Browne has also become known for his highly conceptual runway presentations which have gained global attention for their thought provoking and dramatic themes and settings.

Browne has been honored with the CFDA Menswear Designer of the Year Award (2006, 2013, 2016), the GQ Designer of the Year (2008), the FIT Couture Council Award (2017) as well as the Cooper Hewitt National Design Award (2012). His designs are recognized by museums around the world including the Costume Institute at the Metropolitan Museum of Art, the Museum of Modern Art, the Victoria & Albert Museum, the Costume Museum at Bath and the Mode Museum Antwerpen.

The brand is currently offered across 40 countries and through 31 directly operated flagship stores in key cities such as New York, London, Milan, Tokyo, Hong Kong, Beijing, Shanghai and Seoul.

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