

NORDSTROM

NORDSTROM GROWS ITS INCLUSIVE BEAUTY ASSORTMENT

Nordstrom Beauty Announces Latinx Beauty

SEATTLE (September 2021) – Nordstrom announces the latest additions to its Inclusive Beauty assortment this month by introducing four new Latinx-founded brands. In celebration of Latinx Heritage Month, Costa Brazil, Joaquina Botanica, Nopalera and Vamigas will launch on Nordstrom.com and in stores through a multi-branded experience, along with existing Latinx brands which include BeautyBlender, Bomba Curls, Spice Beauty and Tata Harper on September 20, 2021.

With a goal of supporting brands that serve the needs of all customers, Nordstrom's Inclusive Beauty initiative features a curated assortment of products created for everyone – no matter the skin or hair type, tone, complexion, or texture.

"Inclusive Beauty continues to be a priority at Nordstrom. We are excited to continue our commitment to the growth of Inclusive Beauty while generating strong partnerships with brands who support all communities of people," said Autumn West, Nordstrom's national beauty director. "We are honored to announce our latest additions, as they are brands that share our values and represent the customers we serve. With this initiative, we are hoping to give our customers a unique and immersive experience where they're discovering new brands."

Meet the new Latinx brands available at Nordstrom:

- Costa Brazil – Founded by Francisco Costa, the Costa Brazil beauty line was built on the simple belief that the spirit of beauty is inseparable from the earth's health. Born and raised in Brazil, the importance of protecting the environment is deeply ingrained in Costa. Throughout his expansive career in fashion, he continually proved that beautiful design could be achieved in a smart and sustainable way.
- Joaquina Botanica – Founded by Giovanna Campagna, Joaquina Botanica is a powerfully clean and refreshingly vibrant skincare line featuring formulas powered by clinically proven actives luscious botanicals indigenous to Latin America, the world's most biodiverse region. Sustainability is integrated into the brand's DNA and has the strictest standards for clean formulations, so they never include harmful toxins that cause damage when released into the environment.
- Nopalera – Founded by Sandra Velasquez, Nopalera was created to elevate and celebrate Latin culture. It takes inspiration from the nopal cactus, one of the world's most sustainable, nourishing, and versatile plants. The body care brand is committed to offering high-end products with clean ingredients and celebrating natural beauty and resilience wherever it may be found.
- Vamigas – Founded by Christina Kelmon and Ann Dunning, Vamigas is a beauty and wellness brand created by Latinas using botanicals from Latin America. The haircare and skincare lines are formulated to address the unique beauty concerns of Latinx customers.

In October 2020, Inclusive Beauty launched with Black-founded brands including Babytress, Briogeo, Mantl, Epara and Beauty Bakerie. Nordstrom expanded the category in February 2021 with brands such as UOMA, Sienna Naturals and Brown Girl Jane.

The Inclusive Beauty category is a permanent offering available on Nordstrom.com and Nordstrom stores.

Nordstrom has long believed in the value diversity brings to the company and its communities, and believe they have a role to play in contributing to the positive change that's needed to address systemic racial inequity. The retailer [set goals](#) to address its most pressing opportunities, including delivering \$500M in retail sales from brands owned by, operated by or designed by Black and/or Latinx individuals and increasing representation of Black and Latinx populations in people manager roles by at least 50% by 2025. To learn more about the company's diversity, inclusion and belonging strategy, goals and programs visit [Nordstrom.com](#).

As part of Nordstrom's 2021 corporate giving efforts the company provided grants and funding to organizations that support the Latinx community including [United We Dream](#), [The Posse Foundation](#), [Geeking Out Kids of Color](#) and [The Latino Student Fund](#).

About Nordstrom

At Nordstrom, Inc. (NYSE: JWN), we exist to help our 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 we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us 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 our Nordstrom and Rack apps and websites. Through it all, we remain committed to leaving the world better than we found it.

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Media Contact

Julie Ly

Senior Manager, Public Relations

Julie.Ly@nordstrom.com

Stephanie Altunis

Senior Public Relations Specialist

Stephanie.Atunis@nordstrom.com