

# NORDSTROM

## NEW CONCEPTS @NORDSTROM MEN LAUNCHES CONCEPT 008: Entireworld

**NEW YORK (January 9, 2020)** – Sam Lobban, VP Designer Ready-to-Wear & New Concepts introduces Concept 008: Entireworld an eight-week installation developed with Scott Sternberg, designer and founder of Entireworld a direct-to-consumer line launched in 2018.

“New Concepts has always been about discovery,” explains Lobban “introducing Entireworld to new audiences across the country with physical build outs designed in collaboration with Scott in each store brings the brand to-life, reinforcing that sense of discovery through retail.”

“Nordstrom is a dream channel partner for us,” said Sternberg “embracing our idiosyncrasies, amplifying our unique brand message and visual language, and putting our product in the hands of a loyal customer in the context of the incredible mix of brands found in their stores.”

The collection features a wide array of responsibly made wardrobe essentials ranging from beanies, socks and briefs to sweaters, raglans and trousers available for men and women with the entire offering retailing for under \$200.

“We speak in pure color,” explains Sternberg “so for this collaboration we wanted to introduce new and exclusive colors in our best-selling sweats, tees, and undies, next to a full range of our men’s and women’s product.”

Last night, Nordstrom and Entireworld hosted a dinner to kick off the launch of Concept 008: Entireworld. Guests enjoyed a cozy dinner at the Waverly Inn. Notable attendees included Sam Lobban, VP Designer RTW & New Concepts, Scott Sternberg, Founder, Entireworld, Jessica Joffe, Actress and Influencer, Steven Kolb, President and CEO, CFDA, Nick Haramis, Editor in Chief, Interview Magazine and more.

**IMAGES:** [https://bfa.com/events/30722/share/nordstrom\\_008](https://bfa.com/events/30722/share/nordstrom_008) | **PHOTO CREDIT:** Yvonne Tnt/BFA.com

The exclusive collection will be available through March 8<sup>th</sup> at [Nordstrom.com/NewConcepts](https://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.

**Editor’s Note:** Campaign imagery, shop photos and product shots are available [HERE](#).

### About New Concepts

New Concepts @NordstromMen is a platform to discover what’s next and best in menswear. Curated by Sam Lobban, VP of Designer Ready-to-Wear and New Concepts in partnership with the world’s most exciting brands, these unique collections come to life in the custom-built environments at our flagship stores and online.

### About Entireworld

Entireworld is the stuff you live in: cozy, comfy, high-quality, re-imagined and responsibly-made wardrobe essentials. The company is the brainchild of Scott Sternberg, CFDA award winning designer and photographer who founded the original Band of Outsiders in 2004. Entireworld launched online in April 2018.

### 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://nordstrom.com), [Nordstromrack.com](https://nordstromrack.com), [HauteLook](https://hauteLook.com) and [TrunkClub.com](https://trunkclub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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