

NORDSTROM

NEW CONCEPTS@NORDSTROM LAUNCHES CONCEPT 014: FOUND IN TRANSLATION

NEW YORK (August 19, 2021) – New Concepts@Nordstrom introduces Concept 014: Found In Translation: *A New Language of American Style*. Sam Lobban, SVP of Designer and New Concepts, brought together Nordstrom Men’s Fashion and Editorial Director, Jian DeLeon and creative entrepreneur Joshua Kissi to collaborate on the next iteration of the shop. DeLeon, a Philippine-born immigrant and Kissi, a Ghanaian-American, have partnered to curate the Concept 014 in-store shop and visual campaign that speak to their interpretation of traditional American style codes.

“As an immigrant myself, this is the most personal project I’ve worked on. It reflects my belief that personal style is a means for authentic self-expression, and it’s also an homage to how Joshua Kissi and I first met over a decade ago — two young guys who had an appreciation for classic sportswear and figuring out how to inject our own individuality into it,” says DeLeon. “We’re both graduates of a certain school of men’s style enthusiasts who learned most of what we know about clothing off of the internet, and in the process realized that American style, like the country itself, is strengthened by the various cultures and identities who continue to redefine it for new generations.”

Concept 014 is a celebration of how global heritage and underground subculture have shaped modern menswear and features product from brands including Baracuta x Needles, Champion Tears, and Eric Emanuel x New Era, as well as exclusive capsules from BEAMS, Bel-Air Athletics, Drake’s, Foreign Currency, G.H. Bass Originals, Our Legends, and Schott NYC.

The shop has a range of men’s ready-to-wear, shoes and accessories, with product ranging from \$20 - \$1,960.

“One of our favorite parts of the New Concepts platform is the opportunity to bring people together to create something special for the Nordstrom customer,” says Lobban. “Relationships like Jian and Joshua’s are the foundations of these shops and we are excited to share their unique point of view on modern menswear through Found In Translation.”

Nordstrom is giving five percent of total sales from Concept 014: Found In Translation to [Kids In Need of Defense \(KIND\)](#) and is committed to making a minimum donation of \$25,000. KIND is the preeminent U.S.-based nongovernmental organization devoted to the protection of unaccompanied and separated children through their work to ensure that all children have access to legal counsel to safeguard their rights and well-being. Nordstrom will also partner with KIND to offer volunteer opportunities between employees and the children within KIND’s network.

The visual campaign for Concept 014 was shot by Ghanaian photographer Lawrence Agyei and led creatively by photographer and filmmaker Joshua Kissi, with editorial direction from Nordstrom Men’s Fashion and Editorial Director Jian DeLeon.

“As an artist and storyteller my culture has always been a backdrop of how I started to navigate the world around me. Being Ghanaian and growing up in New York City in the west side of the Bronx felt like being on the streets of Accra sometimes,” says Kissi. “Found In Translation speaks to immigrant communities’ contributions here in America that supersede the economic development of the American

"Dream" but rather the dreams they chose back in their respective homelands. I used to look at photos of my father back in Ghana during the 70s wearing a double-breasted blazer, flared tweed pants and a kente patterned shirt. It's from those family albums that I immediately identified what it looked like to carry your culture with you wherever you go as it's your superpower."

The custom-built in-store shop was inspired by the juxtaposition of modern streetwear living within a classic men's store aesthetic and features design details including raw woods, saturated colors, and vintage style wallpaper.

Concept 014: *Found In Translation* is available online starting August 19 through late October at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), [Nordstrom.ca/browse/men/new-concepts](https://www.nordstrom.ca/browse/men/new-concepts), as well as 12 retail locations including Nordstrom Men's Store NYC (New York, NY), Nordstrom Downtown Seattle (Seattle, WA), Nordstrom Michigan Avenue (Chicago, IL), Nordstrom South Coast Plaza (Costa Mesa, CA), Nordstrom Fashion Valley (San Diego, CA), Nordstrom Century City (Los Angeles, CA), Nordstrom Valley Fair (San Jose, CA), Nordstrom Tysons Corner (McLean, VA), Nordstrom Northpark (Dallas, TX), Nordstrom Phipps Plaza (Atlanta) Nordstrom Aventura (Aventura, FL) and Nordstrom Pacific Centre (Vancouver, BC, Canada).

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About New Concepts

New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands, as these unique collections come to life in the custom-built environments at our flagship stores and online. The ongoing series of digital and physical pop-up shops invite customers to discover the newest products through exclusive partnerships.

About Sam Lobban

Sam Lobban, SVP of Designer and New Concepts at Nordstrom supports all designer merchandise categories across men's, women's and kids. Sam started his retail career on the sales floor at Selfridges, where he was promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, Sam joined Nordstrom as the Vice President of Men's Fashion to support merchandising alongside working with various teams to push forward marketing, content development, store environment and the shopping experience for menswear. Sam was subsequently promoted to SVP of Designer and New Concepts in 2020 and was recently named as part of the CFDA/Vogue Fashion Fund selection committee.

About Jian DeLeon

Jian DeLeon joined Nordstrom as Men's Fashion and Editorial Director in September 2020. In his role, Jian works across all facets of the men's division, overseeing storytelling through an editorial lens. Prior to joining Nordstrom, he was the Editorial Director at Highsnobiety and previously held positions at GQ, Complex and trend forecasting agency WGSN. He is also an award-winning writer, author and podcast host. He authored two books published by Gestalten, "The Incomplete Highsnobiety Guide to Street Fashion and Culture" in 2018 and "The New Luxury" in 2019. He was named one of Adweek's Young Influentials in 2019.

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.

About Joshua Kissi

Joshua Kissi is a Ghanaian-American Filmmaker, Photographer and Creative Director based in New York City whose work celebrates the vibrance of underrepresented communities through a cultural and historical lens. His triumphant films and photographs tell stories that are often unrecorded with intentionality, respect and care. He's worked with a diverse list of clients including Beats by Dre, Nike, Google, NYT Style Magazine, InStyle, Vogue, and the New York Times Op Docs, to name a few. Raised in the Bronx, NY, Kissi grew up with an affinity for the arts despite the lack of exposure and accessibility to creative industries. He began his journey as the co-founder of Street Etiquette, a blog documenting men's style with a focus on Black men that became an online sensation with a large following. Street Etiquette has been featured in magazines such as GQ, Complex, Essence and Fantastic Man. Kissi is also the co-founder of See in Black, a collective of 80 Black photographers with the mission of elevating Black visibility, and TONL, a company transforming stock photography to reflect the diverse people and narratives that are overlooked in traditional media today. Kissi has been featured as Inc. Magazine's "30 under 30" for his work and most recently selected as Fast Company's 100 Most Creative People.

About Kids In Need of Defense (KIND)

Kids in Need of Defense (KIND) is the preeminent U.S.-based nongovernmental organization devoted to the protection of unaccompanied and separated children. KIND envisions a world in which every unaccompanied child on the move has access to legal counsel and their rights and well-being protected as they migrate alone in search of safety. In 2008, KIND was founded by the Microsoft Corporation and UNHCR Special Envoy Angelina Jolie to address the gap in legal services for unaccompanied children. KIND has offices across the United States and in Mexico that provide unaccompanied children with holistic care that includes legal assistance and social services. Since its inception, KIND has received referrals for more than 21,000 cases and now serves over 5,000 children annually in partnership with nearly 700 law firm, corporate, law school and bar association partners.

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