

### **Sky High Farm Workwear@Nordstrom**

*Nordstrom brings Sky High Farm's mission to create an equitable food system to its customers with collaborations from Sky High Farm Workwear and emerging artists through a limited time pop-up*

SEATTLE (April 13) – Nordstrom is proud to partner with Sky High Farm Workwear on an immersive installation at Nordstrom NYC, launching on Thursday, April 13. Discover special collaborations with Sky High Farm Workwear from Quil Lemons, Ally Bo, Converse and more along with an exclusive offering of reimagined vintage pieces customized by its team in the Hudson Valley. The limited time pop-up shop will be available at Nordstrom's New York City flagship store and online at Nordstrom.com through May 7.

Sky High Farm Workwear was founded by artist Dan Colen and Daphne Seybold, formerly of Comme des Garçons and Dover Street Market. The brand supports the work of the NY-based Sky High Farm, a nonprofit working to ensure that everyone has access to the resources they need to sustain themselves, including high-quality, culturally appropriate food while investing in long-term, collaborative pathways to food security and food sovereignty. Since 2011 SHF has donated over 100,000 lbs of veggies and 65,000 lbs of animal protein to food access organizations around NY State. Committed to sustainable farming practices and direct donation of 100% of food produced on the farm, SHF works as a bridge between regenerative farming and food access initiatives.

Sky High Farm Workwear is a mission-driven brand that shares its values, striving to set a new standard for responsible and ethical goods and services, and promoting community-based advocacy. This partnership also speaks to Nordstrom's on-going mission to identify and grow with emerging brands, continually providing its customers with newness and a sense of discovery. Sky High Farm Workwear was created in partnership with Dover Street Market Paris as part of their brand development department where they manufacture, sell and distribute the collection. Nordstrom stocked its debut collection in Spring 2022 within SPACE, its boutique for emerging designers.

"I truly admire Dan and Daphne's vision and creativity in building a brand that supports a strong purpose. I have had the opportunity to spend time at Sky High Farm, seeing firsthand the important work that they do to support food access is inspiring. More than ever before, we know that people want to support brands that share their values, own their environmental and social impact and have a meaningful story to tell. I am excited to share the world of Sky High Farm Universe with our Nordstrom customers," says Olivia Kim, Senior Vice President of Creative Merchandising at Nordstrom.

"Sky High Farm Workwear was conceived as a philanthropic model for a brand with the goal of harnessing the power of popular culture and commerce to greater ends - the fight for food access and sovereignty. To materialize and sustain this vision we are dependent on the support of our mission-aligned retail partners: Nordstrom, Olivia Kim and her team exemplify the most holistic kind of commitment to what we are building. We are grateful for the opportunity to share our brand and the work of nonprofit Sky High Farm with their customers and community," says Daphne Seybold, Co-CEO and CMO Sky High Farm Universe.

Sky High Farm Workwear@Nordstrom will feature pieces from its collaboration with photographer and Sky High Farm Universe Contributing Artistic Director Quil Lemons, Dickies, Converse and Ally Bo, as well as denim matching sets, sweatsuits, embroidered shirts, knit wear, worker boots and sneakers.

Sky High Farm Workwear@Nordstrom is available in three Nordstrom locations and online at

Nordstrom.com from April 13 through May 7 in NYC's Center Stage, and in SPACE in Seattle and Los Angeles.

- Downtown Seattle, Seattle, WA
- Nordstrom NYC Flagship, New York, NY
- The Grove, Los Angeles, CA

To celebrate the launch of Sky High Farm Workwear@Nordstrom, Nordstrom will be hosting an event at Nordstrom NYC for our community and customers on Thursday, April 13 featuring a panel discussion with Quil Lemons and Daphne Seybold, moderated by Nordstrom Men's Fashion Director, Jian DeLeon.

[HERE](#) is a link to product and editorial imagery – shop images will be available on Thursday, April 13.

#### **ABOUT NORDSTROM:**

Nordstrom, Inc. (NYSE: JWN) exists to help 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 they make. This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them 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 their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.

#### **ABOUT SKY HIGH FARM UNIVERSE:**

Sky High Farm Universe (SHFU) is a mission-led brand built as a means of sustaining and expanding the work of Sky High Farm, a nonprofit in the Hudson Valley working to ensure that everyone has access to the resources they need to sustain themselves, including high-quality, culturally appropriate food while investing in long-term, collaborative pathways to food security and food sovereignty. While activating consumer culture in pursuit of a more just food system, we also model a corporate structure that inverts the traditional wealth hierarchy.

SHFU flips the script by prioritizing those who need the funds most: 50% of the brand's profits will be donated to Sky High Farm each year; the remaining profits will be distributed next to employees, the community of the farm, and finally to investors. Additionally, we created an entirely new method that models the systemic change we want to see in our industry: through our Wholesale Donation Program (WDP), all of our retail partners are required to make an up-front donation to the farm before selling a single item, transforming all of their customers into the farm's donors.

Sky High Farm Universe's seasonal apparel collection, SHF Workwear, was created in partnership with Dover Street Market via their DSM Paris development department that manufactures, sells and distributes the collection. In its first year the brand has donated over \$300K to Sky High Farm through the WDP.

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