

# NORDSTROM

## NEW CONCEPTS @NORDSTROM LAUNCHES CONCEPT 012: Black\_Space

**NEW YORK (February 11, 2021)** – New Concepts @Nordstrom introduces Concept 012: Black\_Space, a collaborative effort forged through longstanding relationships between five Black creatives, Sam Lobban, Nordstrom SVP Designer and New Concepts and his team. Designer Beth Birkett, creative director Harris Elliott, stylist Matthew Henson, stylist Marcus Paul and fashion editor Azza Yousif, all contribute a unique point-of-view and introduce brands that celebrate Black fashion and beauty. Concept 012: Black\_Space is a dedicated shop developed, designed and curated by Black voices to amplify Black representation and will be live February 11 to early May exclusively at 12 Nordstrom stores and on Nordstrom.com.

Concept 012: Black\_Space is a celebration of Black creativity through fashion and retail. Each of the five curators' selections are distinctly represented through in-store build outs and merchandising, as well an online site experience that includes video content uniquely created by each curator to represent their perspective. Nordstrom has long believed in the value diversity brings to our company and our communities, and we believe we have a role to play in amplifying the voices and work of Black creatives. Concept 012: Black\_Space is an open platform for each curator to present brands, share stories and express the creative thinking behind their vision as well as an evolution of Nordstrom's ongoing commitment to inclusivity.

*“New Concepts @Nordstrom has always been a platform to tell brand and product stories, with the goal to try and show the interconnectivity between fashion and culture. In line with that, we’ve always wanted to do something which would bring together a group of creatives with whom both the New Concepts team and I have built relationships with over our careers; people who we respect and appreciate for their unique and diverse perspective. Through this process we collaboratively built Concept 012: Black\_Space, ultimately with the aim to celebrate Black fashion and creativity through the lens of some of the figures who are helping to shape it.”* Sam Lobban, Nordstrom SVP Designer & New Concepts

The collections within Concept 012: Black\_Space feature a selection of exclusive to Nordstrom ready-to-wear, shoes and accessories including jewelry that present a varied look into Black creativity and style. The shop includes menswear and womenswear with prices ranging from \$20 to upwards of \$1,600.

Of the 28 brands within Concept 012: Black\_Space, 25 are available at Nordstrom for the first time. The full list of brands includes Adeshola Makinde, Ahluwalia, Andre Walker, Andre Walker x Off-White, Armando Cabral, Art Comes First, Bephie’s Beauty Supply, Bianca Saunders, Bode, Botter, Brownstone, Bryan Jimenez, Cold Laundry, Come Back As a Flower LLC, Connor McKnight, Coral Studios, Darrell Brown, Exhibit69, Full Court Sport, Haffmans & Neumeister, Le Tings, Nicholas Daley, O-Design, Off White, Sansovino 6, Spencer Badu, Wales Bonner, Wales Bonner x Adidas, Wanda Lepphoto, and XULY BËT.

In addition to these collections, Beth Birkett is introducing Bephie's Beauty Supply to Nordstrom which not only includes apparel but also beauty and wellness categories featuring facial toner, moisturizer, sunscreen, tints, hand cleanser and soap, as well as a handheld mirror. Prices range from \$10 to \$440.

New Concept 012: Black\_Space is available online at Nordstrom.com/NewConcepts, Nordstrom.ca as well as 12 physical retail locations nationwide including Nordstrom Men's Store NYC, Nordstrom Downtown Seattle, Nordstrom NorthPark Center in Dallas, Nordstrom Pacific Center in Vancouver, B.C, Nordstrom South Coast Plaza in Costa Mesa, Calif., and Nordstrom Aventura Mall in Miami.

Additional locations include Nordstrom Century City in Los Angeles, Nordstrom Fashion Valley in San Diego, Nordstrom Michigan Avenue in Chicago, Nordstrom Phipps Plaza in Atlanta, Nordstrom Tyson's Corner Center in McLean, Virginia and Nordstrom Valley Fair in San Jose.

Nordstrom is celebrating Black-owned brands and creatives on a national level with the expansion of its Inclusive Beauty category, the launch of GOODEE Home and Nordstrom Made is introducing a new collection of intimates in a range of skin tones and sizes. Additionally, Nordstrom NYC is celebrating Black History Month with its latest Center Stage activation, Black Founders, a multi-brand pop-up shop highlighting nine influential Black entrepreneurs.

Further details on these launches and Nordstrom's commitment to community through diversity, inclusion and belonging can be found on the [Nordstrom Press Room](#).

### **Meet the Curators**

*"This partnership is an opportunity for Bephies to reach a wider audience through New Concepts @ Nordstrom, as well as shine light on other women entrepreneurs, empowering creatives from all over the world,"* says **Elizabeth "Bephie" Birkett**, a creative polymath for over three decades in the fashion and music industries. She is undeniably one of the most important women continuing to shape the streetwear movement. As the founder of Bephie's Beauty Supply and co-owner of Union Los Angeles, Bephie continually commits the work she does to uplifting Black and Brown individuals, women and the LGBTQ+ community. Bephie's Beauty Supply isn't about fitting in, it's about standing in your own truth and allowing everyone else to catch up. She is introducing her own collection, Bephie's Beauty Supply, to Nordstrom for the first time.

**Harris Elliott** is a London-based creative director, academic and self-described "visual storyteller." He has worked extensively with Japanese fashion brands and exhibition spaces for nearly two decades. He has curated a number of international exhibitions on subculture, among them "Return of the Rudeboy," which was also published as a book. Among his clients are the British Fashion Council, PUMA, Thom Browne, British Airways and music supergroup Gorillaz. For Harris, *"this partnership signifies creative authenticity paired with Black cultural relevance, and I'm proud to be working with Nordstrom to bring new Black design references and stories to new audiences."* Harris's Nordstrom curation consists of Art Comes First, Wanda Lephoto, Exhibit69 and Le Tings.

**Matthew Henson** is a New York City-based menswear stylist. You've most likely seen the results of his behind-the-scenes work on your Instagram Explore page, his styling work on his celebrity clients and his editorial work in magazines like *GQ*, *Esquire*, *i-D* and *Time*. As a fashion editor, he was instrumental in discovering and fostering emerging designer talent, which helped shape his view on the fashion industry. A mentor once taught him that you aren't doing "real" work until you're able to help other people walk the same path - advice he still follows to this day. *"When I was an intern and assistant, walking into most rooms within the fashion space was a jarring experience as I was often the only Black person in every room, event, or interaction. I never felt included. I was lucky to have a friend-turned-mentor with years of experience within the industry who shared his knowledge and wisdom. He taught me that we are not doing any real work until we are able to help other people who are walking the same path. When I was a fashion editor, I based my work off of discovering and fostering the talent of emerging designers. Those experiences and partnerships helped shape my work and my views of the industry. The moment that I received an opportunity from Nordstrom to put the spotlight on a few of my favorite emerging designers, it felt like the perfect partnership at a crucial time in our industry."* Matthew's Nordstrom curation consists of Ahluwalia, Brownstone, Bryan Jimenez, Come Back as a Flower, O Studio and Spencer Badu.

*"Black is the renaissance of culture,"* says **Marcus Paul**, New York-based stylist who has extensive experience working with top talents throughout the worlds of music, sports and art, specializing in image and brand consulting. Marcus's point-of-view and refined aesthetic have aided clients in using wardrobe to showcase and enhance their personal style during public appearances and day-to-day life. His roster of clients includes Pusha T, J Balvin, Zara Larsson, Danielle Herrington and others. Beyond styling, he has developed collaborative projects for global brands like Dries Van Noten, Dior, Nike, Google and YouTube Music. Marcus's Nordstrom curation consists of Armando Cabral, Bianca Saunders, Bode, Botter, Cold Laundry, Connor McKnight, Haffmans & Neumeister and Wales Bonner.

**Azza Yousif** is a French-Sudanese stylist, creative consultant and writer based in Paris. Born in Cairo, she travelled the world as a child, learning to speak four languages along the way. After graduating from Studio Berçot, she began her career in fashion working for designer Andre Walker, who encouraged her to try fashion styling. Soon after, she was hired at *Vogue Paris* under then editor in chief Carine Roitfeld. From 2009 to 2019, she was fashion editor at *Vogue Hommes*. In 2019 she worked closely with designer Lamine Kouyaté to help him relaunch his '90s fashion brand, *XULY BËT*. She is currently fashion director of *GQ France*. *"I feel so blessed to have been chosen as one of the creatives in this project, constantly encouraged to be myself, share my vision, and decide the story I wanted to tell. I hope that through this collaboration, a wider public will get to know these incredibly talented designers that are so under-documented in fashion history. Knowing about these designers growing up made me believe that it was possible to be black and work in Fashion. Seeing them and reading about them inspired me to believe: Representation matters."* says Azza. Azza's Nordstrom curation consists of Andre Walker, Andre Walker x Off-White, Sansovino 6 and *XULY BËT*.

Campaign imagery, shop photos and product shots are available at [Nordstrom.com/pressroom](https://www.nordstrom.com/pressroom)

### **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. Curated by Sam Lobban, SVP of Designer and New Concepts, Concept 012: Black\_Space is Nordstrom's twelfth project for New Concepts @Nordstrom, following earlier concepts with Noah, Activate!, Thom Browne and Entireworld. The ongoing series of digital and physical pop-up shops invite customers to discover the newest products through exclusive partnerships with the world's most compelling brands and creatives.

### **About Sam Lobban**

Sam Lobban, SVP of Designer and New Concepts at Nordstrom, is responsible for all designer merchandise categories across men's and women's along with cultivating new and exciting brand partnerships through New Concepts @Nordstrom. Lobban started his retail career on the sales floor at Selfridges, where he was quickly promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, Lobban joined Nordstrom as the Vice President of Men's Fashion to support merchandising, marketing, content development, store environment, private label, and the shopping experience as it relates to menswear. Lobban was subsequently promoted to SVP of Designer and New Concepts in 2020 overseeing all men's and women's designer brands across all categories and concept collaborations.

### **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 358 stores in the U.S. and Canada, including 100 Nordstrom stores; 249 Nordstrom Rack stores; two clearance stores; and seven Nordstrom Local service hubs. Additionally, customers are served online through Nordstrom.com, Nordstrom.ca, Nordstromrack.com, HauteLook.com and TrunkClub.com. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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