

# NORDSTROM    GOODEE

## **NORDSTROM and GOODEE Launch GOODEE 100**

*A Sustainable Home Goods Marketplace Curated by GOODEE Founders Byron and Dexter Peart arrives at Nordstrom*

SEATTLE (February 1, 2021) – Nordstrom and GOODEE are excited to announce the launch of GOODEE 100, a marketplace of 100 beautifully crafted home essentials priced at \$100 and under. As Nordstrom expands its At Home collection, the retailer partnered with GOODEE and their socially-conscious design enthusiasts to mindfully vet and curate a collection of artisanal goods from around the globe that are responsibly sourced, ethically made, and designed to last. GOODEE 100 at Nordstrom launches February 1 at select Nordstrom stores and online at Nordstrom.com and GoodeeWorld.com.

Founded by award-winning designers and tastemakers Byron and Dexter Peart, GOODEE launched in 2019 as a pioneering online destination where the conscious-minded consumer can discover an array of beautiful, essential, and timeless design treasures for the home. A certified B-Corp Company, GOODEE aims to empower creators, makers, and consumers to make a social impact through a global online marketplace that fosters transparent sourcing, upcycling, ethical treatment of its people, and waste reduction. In less than two years since its founding, GOODEE has emerged as a leader in the sustainable design industry, and partnering with leading institutions such as The Whitney Museum in New York and the United Nations Ethical Fashion Initiative. This new partnership with Nordstrom reflects GOODEE's philosophy and commitment to collaboration over competition – consistent with their vision of elevating good people, good design and good impact.

"We have been working on this partnership with Byron and Dexter for quite some time now, and we are proud to finally be bringing the world of GOODEE to life at Nordstrom, it couldn't be launching at a better time." says Olivia Kim, VP of Creative Projects and Home at Nordstrom "We know that now more than ever, our customers are looking to support brands with strong values that align with their own, we know that this brand will inspire a sense of discovery and make our customers feel good about what they are buying."

GOODEE 100 features 25 brands from 16 countries, such as Baba Tree (Ghana), Barebones (USA), Makaua (Mexico), Raplapla (Canada), Takada (Japan), Tensira (Guinea), and The Organic Company (Denmark), among others. The curated selection includes everyday homeware essentials from FSC-certified cutting boards to palm fiber placemats, bamboo table settings, energy efficient light fixtures, gardening tools, woven baskets, hand-loomed towels, and various lifestyle products including candles, stone paper notebooks, organic skincare, hand knit scarves and ethically produced GOODEE hoodies.

"Goodee was very intentionally built as a digital-first platform, but from the start we always envisioned building a bigger tent to partner with like-minded companies that share our unwavering commitment to promoting brands, products and stories that are designed with purposeful intention and making a positive impact in the world. So when this opportunity came to light - rather serendipitously from a

decades long working relationship with Olivia Kim - we immediately felt a natural alignment in values and audience, as we have always revered Nordstrom for consistently being at the forefront of re-imagining retail through curation and storytelling.” says Byron Peart.

“It seems more prescient today than ever, that as a society we truly must re-imagine living our lives with ‘fewer better things’. We find the hardest thing for people is to navigate the endless offering of goods, on and offline, that are primarily based on enticing by consumption through artificial need and/or convenience. It was very exciting to curate this first of its kind collection of treasurable (and affordable) home goods, that bear intrinsic value as they reflect the stories of not only our lives - but also of others.” added Dexter Peart

The GOODEE 100 in-store shop was designed by Rainville Sangaré in collaboration with Nordstrom and GOODEE and will be available at the following Nordstrom stores. The collection will also be available on [Nordstrom.com](#):

- Nordstrom Downtown Seattle (Seattle, WA)
- Nordstrom NYC Flagship (New York, NY)
- Nordstrom Valley Fair (San Jose, CA)
- Nordstrom South Coast Plaza (Costa Mesa, CA)
- Nordstrom Topanga, (Canoga Park, CA)

[HERE](#) is a link download to high-resolution images.

The partnership between Nordstrom and GOODEE coincides with Black History Month, as Nordstrom continues to support Black-owned brands and amplify their voices through various merchandise categories in store and online. The launch of GOODEE brand supports Nordstrom’s mission towards meeting its diversity, inclusion and belonging goals that were announced last year, specifically to achieve an increase to \$500 million in sales from Black and/or Latinx operated, designed or owned brands by 2025. For more information about diversity, inclusion and belonging at Nordstrom, please visit the link below:

[Nordstrom Diversity Inclusion and Belonging Hub](#)

## **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.

## **ABOUT GOODEE**

In 2017, acclaimed designers and curators Byron and Dexter Peart set out on a new mission. After founding the acclaimed bags and accessories brand WANT les Essentiels in 2007, the duo set out on a new venture with the same aim of launching and developing meaningful brands. This time, however, the pair decided to work exclusively with products and items that make a strong social or environmental impact. Launched in Summer 2019, GOODEE is a certified B Corp company leading the charge in curating a marketplace that brings together the values of good design and good purpose. With a fast-growing team based in Montreal, Byron and Dexter act as the lead curators for the global e-commerce platform and storytelling destination. In 2020, GOODEE joined 1% For The Planet, whose members contribute at least 1% of annual sales to environmental causes, and were named finalists in 2020 Fast Company's 2020 World Changing Ideas Awards, in the Art and Design category.  
<https://www.goodeeworld.com/>

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