

# NORDSTROM

## NORDSTROM GROWS ITS INCLUSIVE BEAUTY ASSORTMENT

*Nordstrom Beauty Announces Partnerships with 12 New Black-Founded Beauty Brands*

SEATTLE (February 1, 2021) – Nordstrom is excited to announce the expansion of its Inclusive Beauty assortment this month with the addition of 12 new Black founded beauty brands. In time to honor the celebration of Black History Month, these brand introductions will begin rolling out February 1<sup>st</sup> and continue throughout the spring. Inclusive Beauty at Nordstrom features a curated assortment of products created for everyone – regardless of skin or hair type, tone, complexion or texture.

The new brands to launch include 54 Thrones, Rosen, Sienna Naturals, UnSun, Brown Girl Jane, Auda B, London Grant, Spraise, Buttah Beneath your Mask, AJ Crimson, and most notably, UOMA – the cosmetics brand founded by former beauty executive and entrepreneur, Sharon Chuter. The highly anticipated launch of UOMA will open with a shop at the Nordstrom NYC Flagship this month and launch on Nordstrom.com, with counters going into beauty departments in over 30 Nordstrom stores nationwide later this year.

“Inclusive Beauty has long been a priority at Nordstrom. We began work on this category two years ago and are proud to announce these latest partnerships with new and emerging brands that share values in diversity and truly represent the customers we serve .,” says Autumn West Nordstrom National Beauty Director. “We are hoping to create an emotional connection between brands and customers through a unique offering and an inclusive and immersive shopping experience. We are excited to see the customer response and use their feedback to help us continue building this category.”

As a part of the process to identify new brands and expand the Inclusive Beauty category, Nordstrom enlisted the partnership of Fayetteville Road a female, Black-owned consulting agency focusing on retail technology integration and experiential retail. Together, Nordstrom and Fayetteville Road have worked to build and strengthen authentic relationships with Black-founded brands in the industry, while also creating touchpoints to engage and listen to customers with the goal of building a more authentic, inclusive retail environment and customer experience.

Meet the Brands and Founders:

- **54 Thrones** – Founded by Christina Funke Tegbe, 54 Thrones is an African beauty brand inspired by the richness, diversity and cultures of the continent and its people, with a focus on natural plant botanicals traditionally created with the intent to heal or celebrate.

- **Rosen** – Rosen is a skincare brand founded by Jamika Martin, focused on making cleaner and more thoughtful skincare for people with acne-prone skin with a philosophy of a cleaner enemy to bumps and scars.
- **Sienna Naturals** – Founded by Hannah Diop and co-owned with actress Issa Rae, Sienna Naturals is a line of clean care for textured hair with an emphasis on scalp health– that actually works.
- **UnSun** – After much frustration by the lack of options within the world of clean sunscreen products for people of color, Katonva Breaux founded UnSun as a solution with the intent to be both kind to the person using it, as well as the environment.
- **UOMA** – Founded by former beauty executive and entrepreneur Sharon Chuter, UOMA (which translates to mean beautiful) is a cosmetic brand built on the belief that beauty starts the moment you decide to be yourself. UOMA sets out to re-write the rules of inclusivity and diversity to create a world of beauty that is truly made for everyone.
- **Brown Girl Jane** – Owned and founded by industry leader and sisters Malaika and Nia Jones, along with beauty and wellness expert Tai Beauchamp, the Brown Girl Jane product line harnesses the power of plants and broad-spectrum CBD to support wellness through internal balance and external beauty.
- **Auda B** – Founder Samara Walker sought to create a beauty tech company that is inclusive for all. Auda B understands inclusion and diversity while providing a mobile platform integrating the standards and dynamics of all its beauty services and products.
- **London Grant** – While she was pregnant, Tiffany Staten founded London Grant out of the need to create something that was safe enough for her growing bump and effective at keeping her skin moisturized.
- **Spraise**- After struggling with eczema, dry and sensitive skin, former human rights attorney Dominique Boseman founded Spraise as a solution for products that were healthy and effective, with a bit of luxury.
- **Buttah** – Founder Dorion Renaud created skincare line, Buttah, through uniting the best of nature and science to create highly effective products to reveal more radiant results for both men and women.
- **Beneath Your Mask** – Founded by Dana Jackson, Beneath Your Mask was created as a skin, body, and hair rejuvenation line designed to restore, repair, and reverse the toxic effects of environmental hazards.
- **AJ Crimson** – AJ Crimson set out to create his cosmetics brand after seeing a need to bring products to women of color that actually worked and didn't oxidize or change. He aimed to create product inclusive of all ethnicities, and that all women could find ownership and believe in.

In October 2020 Inclusive Beauty launched with Black-founded brands including Babytress, Briogeo, Bomba Curls, Mantl, BeautyStat, Epara, and Beauty Bakerie.

The Inclusive Beauty category is a permanent offering at Nordstrom online at Nordstrom.com/Inclusive-Beauty. There will also be Inclusive Beauty outposts in 27 Nordstrom stores.

[Here](#) is a link to all product and editorial imagery.

Inclusive Beauty can be found in 27 select Nordstrom stores and online at <http://www.nordstrom.com/inclusive-beauty>

Locations:

Arlington, VA - Pentagon City  
Atlanta, GA - Perimeter Mall  
Atlanta, GA - Phipps Plaza  
Aventura, FL - Aventura  
Cerritos, CA - Los Cerritos  
Charlotte, NC - Southpark  
Chicago, IL - Michigan Avenue  
Durham, NC - Streets at Southpoint  
Edison, NJ - Menlo Park  
Garden City, NY - Roosevelt Field  
Houston, TX - Houston Galleria  
Las Vegas, NV - Fashion Show  
Los Angeles, CA - Century City  
Lynnwood, WA - Alderwood Mall  
Mclean, VA - Tysons Corner  
New York City, NY - NYC Flagship  
Overland Park, KS - Oak Park Mall  
Paramus, NJ - Garden State Plaza  
Pittsburgh, PA - Ross Park  
San Antonio, TX - La Cantera  
San Diego, CA - Fashion Valley  
San Francisco, CA - San Francisco Centre  
Schaumburg, IL - Woodfield Mall  
Seattle, WA - Downtown Seattle  
Tacoma, WA - Tacoma Mall  
Tampa, FL - International Plaza  
Torrance, CA - Del Amo Fashion Center

The expansion of these brands 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.

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