

FOR IMMEDIATE RELEASE
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NORDSTROM ANNOUNCES PARTNERSHIP WITH ZERINA AKER'S BLACK OWNED EVERYTHING



NEW YORK (October 21, 2021) – On October 21, Nordstrom is proud to launch a partnership with Black Owned Everything, a marketplace promoting the work of Black-owned businesses in fashion and beauty, and its founder and celebrity stylist Zerina Akers. Nordstrom has collaborated with Akers to curate and style a collection of four Black-owned brands with the season's freshest Nike and Jordan drops as part of the [Nordstrom x Nike space](#).

Customers are invited to explore and shop clothing, accessories, jewelry and handbags as they come in throughout the season from diverse community of creators, including.

- **WILLIAM OKPO** – For women who celebrate who celebrate their cultivated sense of style. The Okpo sisters are daughters of Nigerian immigrants who are inspired by blending immigrant's style with American culture.
- **BRANDON BLACKWOOD** – Normalizing Black luxury with a focus on creating bags that are trend-forward, lasting and statement making.
- **SAMMY B** – Samantha Black's mission is to create limelight-worthy pieces. The "It Girl's favorite brand, feminine with an eclectic edge – perfect for the new modern woman.

- **L'ENCHANTEUR** – With “Transform Your Lifestyle” as their mission statement, twin sisters Dynasty and Soull redefine the meaning of an heirloom and timeless inspirations of spirituality can be found in all pieces.

“When we launched Black Owned Everything back in February of this year, partnerships like Nordstrom x Nike were exactly the type of activations I had in mind to amplify the reach of the Black designers whom I work with and mentor. This intersection of well-established brands and emerging designers is where the progress of Black Owned Everything’s mission takes place. The inclusion of these selected designers are a big step for their individual career paths and an even bigger step in the right direction for the American marketplace and beyond. This curation is a fun mix of fashion and lifestyle pieces for the people who are keen to street trends and enjoy functionality,” said Zerina Akers.

“We are committed to creating a place where every customer, brand and employee is welcome, respected, appreciated and able to be themselves,” said Tacey Powers, Nordstrom Executive Vice President and General Merchandise Manager for Shoes. “We’re excited to work with Zerina and Black Owned Everything to amplify the voices of these brands and create meaningful opportunities to better serve our customers.”

In addition to [Nordstrom.com](https://www.nordstrom.com), look for Black Owned Everything merchandise drops at Nordstrom x Nike shops in the following locations:

- Nordstrom NYC Flagship in New York, NY
- Nordstrom Century City in Los Angeles, CA
- Nordstrom Michigan Avenue in Chicago, IL
- Nordstrom Downtown Seattle in Seattle, WA

The Nordstrom x Nike Black Owned Everything campaign was shot by Myesha Evon Gardner, a Brooklyn-based photographer and art director originally from Cleveland, Ohio.

Nordstrom has long believed in the value diversity brings to the company and its communities, and believe they have a role to play in contributing to the positive change that’s needed to address systemic racial inequity. The retailer [set goals](#) to address its most pressing opportunities, including delivering \$500M in retail sales from brands owned by, operated by or designed by Black and/or Latinx individuals

and increasing representation of Black and Latinx populations in people manager roles by at least 50% by 2025. To learn more about the company's diversity, inclusion and belonging strategy, goals and programs visit [Nordstrom.com](https://www.nordstrom.com).

Click [HERE](#) to view and download campaign and product images.

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About Nordstrom x Nike

Nordstrom x Nike is a brand partnership focused on personal style, reinvention, inspiration and women-led storytelling. With curated pop-up shop experiences, events, collaborations, and new merchandise, we hope to introduce customers to innovative and highly coveted offerings from Nike through the lens of fashion by pairing fresh takes on iconic styles with emerging brands.

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 Black Owned Everything

Black Owned Everything seeks to incubate, amplify, and empower a community of brands to reach diverse and engaged audiences to shop inclusively. Our objective is to leverage digital technology, social media, corporate CPG alignments, collaborations, e-commerce alliances, entertainment, and curated virtual and live experiences to increase black entrepreneur visibility. Black Owned Everything delivers a circular and inclusive culture. We are so much more than a platform or a marketplace. We are a medium for creating meaningful and long-lasting participation for Black-owned businesses in global commerce with a focus on fashion, beauty, design, and lifestyle brands.