

# NORDSTROM

## **NEW CONCEPTS@NORDSTROM LAUNCHES CONCEPT 017: SPORTS!**

*The multi-brand shop features thirteen of the leading sports performance brands*

**TORONTO, ON - May 12, 2022** - New Concepts @Nordstrom announces Concept 017: SPORTS!, a multi-brand active shop, highlighting apparel, footwear and accessories for golf, tennis, running, training, and cycling. Inspired by nostalgic sportswear that holds up to today's rigorous performance standards, Concept 017 marks the seventeenth project for New Concepts @Nordstrom.

The shop highlights key brands that bring new life to training, running, cycling, tennis and golf with products that blur the lines between high style and high performance. Concept 017: SPORTS! will feature exclusive capsules from Malbon Golf for the sport of golf, Full Court Sport, Lacoste, Palmes, and Reigning Champ for tennis, 2XU, District Vision, O Design Studio, On Running and Y-3 for running and training as well as Rapha, MAAP, and Pas Normal Studios for cycling.

The shop includes a range of women's and men's ready-to-wear, shoes and accessories, with products from \$10 - \$975.

"Heading into summer, we are excited to offer the Nordstrom customer a fresh take on sports product " says Sam Lobban, SVP of Designer and New Concepts. "Whether you are a performance athlete or just trying out a sport for the first time, we hope Concept 017 offers something unique and interesting you may not have seen before."

To highlight the world of SPORTS!, Nordstrom produced a video campaign featuring a cast of real-life athletes including tennis player Jordaan Ashley, runner Chris Focus, golfer Hayden Sylte, and cyclist Ron Holden.

**Jordaan Ashley** first picked up a tennis racquet at five-years-old and never stopped swinging. She is a former Division 1 college tennis player for Baylor University and University of Maryland and was named 2011's ITA Atlantic Region Rookie of the Year. She is a three-time Big 12 champion, All-Big 12 Singles player and the NCAA's most-improved senior.

**Chris Focus**, a Los Angeles native, is a long-distance runner and is a 6x marathoner and Boston Qualifier. Chris is passionate about inspiring others to succeed as the best versions of themselves and occupying spaces not frequented by Black runners.

**Hayden Sylte** is a golfer and model who loves the competition of the sport and golf fashion. Nearly two decades later, after a modeling career in multiple genres, Hayden chose to circle back to her roots, merging her passion for golf into her lifestyle brand, On and Off the Course.

**Ron Holden** is a LA native with a passion for cycling and community who created Ride for Black Lives: "A peaceful ride with a peaceful message of love and unity".

Concept 017: SPORTS! is available online starting May 12 through end of July at [Nordstrom.ca/new-concepts](https://www.nordstrom.ca/new-concepts), as well at Nordstrom Pacific Centre in Vancouver, BC in Canada.

### **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. The ongoing series of digital and physical pop-up shops invite customers to discover the newest products through exclusive partnerships.

### **About Sam Lobban**

Sam Lobban, SVP of Designer and New Concepts at Nordstrom supports all designer merchandise categories across men's, women's, and kids. Sam started his retail career on the sales floor at Selfridges, where he was promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, Sam joined Nordstrom as the Vice President of

Men's Fashion to support merchandising alongside working with various teams to push forward marketing, content development, store environment and the shopping experience for menswear. Sam was subsequently promoted to SVP of Designer and New Concepts in 2020 and was recently named as part of the CFDA/Vogue Fashion Fund selection committee.

**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.

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