

Nordstrom Deepens Growth Strategy Through Local Market Focus
Monday, July 09, 2018 04:58:00 PM (GMT)

Nordstrom Local success continues with new stores opening in Brentwood and Downtown Los Angeles

SEATTLE, July 9, 2018 /PRNewswire/ -- In support of its growth strategy and continued focus on connecting the physical and digital shopping experience for customers, Seattle-based [Nordstrom, Inc.](#) (NYSE: JWN) announced today plans to open additional Nordstrom Local neighborhood hubs in Brentwood and in Downtown, Los Angeles this fall.

Nordstrom Locals are one piece of Nordstrom's overall local market strategy. "Nordstrom is continuing to invest in its growth strategy with the goal of increasing market share by providing customers with better and more convenient services and access to more products," said Ken Worzel, president of Nordstrom.com and chief digital officer. "Through our local market strategy, we're combining the scale of our national infrastructure with our local assets of people, product, and place to help reimagine the shopping experience for our customers."

The approximately 1,200 square-foot Brentwood location at 214 26th Street will be among other shops and restaurants in the heart of the neighborhood. The downtown Los Angeles location will be situated amid commercial office towers and business-oriented hotels in the BLOC, located at 700 S Flower St, and will be approximately 2,200 square feet.

"We're learning a lot from customers through our first Nordstrom Local store on Melrose and we're looking forward to learning even more from the addition of the Brentwood and downtown L.A. locations," said Shea Jensen, senior vice president customer experiences. "We think there are more ways to serve customers on their terms and we are looking forward to introducing Nordstrom Local to customers who live in these neighborhoods."

The first Nordstrom Local test concept opened in October of 2017 on Melrose in Los Angeles. Nordstrom Local is designed to offer customers access to their favorite Nordstrom services like onsite tailoring and alterations, curbside pickup, buy online, pick up in store, easy returns and more, in a convenient, neighborhood location.

"Nordstrom Local is a welcome addition to our family of premium retailers at The Bloc. This innovative shopping experience further elevates downtown's revitalization and The Bloc's role as a leading retail and entertainment destination within the heart of the city," said Dan Cote, General Manager of The Bloc. "With The Bloc's direct access to The Metro, 33-story Class A creative office and 496-room Sheraton Grand Hotel, Nordstrom Local will be a convenient experiential shopping destination for many downtown residents, workers and visitors."

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 373 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 239 Nordstrom Rack stores; two Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and its Nordstrom Local service concept. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), HauteLook and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

Nordstrom
Karin Muskopf
nordstrompr@nordstrom.com
1-877-746-6228



☐ View original content with multimedia: <http://www.prnewswire.com/news-releases/nordstrom-deepens-growth-strategy-through-local-market-focus-300677842.html>

SOURCE Nordstrom, Inc.

Countries: United States

Industries: Retail, Entertainment & Leisure, Household & Consumer Products, Textiles

Languages: English

Primary Identifiers: JWN-US

Related Identifiers: JWN-US

Subjects: Corporate Development