

NORDSTROM

Nordstrom NYC Launches its Latest Center Stage Pop-Up: Black Founders

February 8, 2021

In celebration of Black History Month, the multi-brand shop highlights 9 influential Black entrepreneurs, available exclusively at Nordstrom NYC



NEW YORK (February 8, 2021) – Debuting today, Nordstrom is excited to announce its latest Center Stage activation at Nordstrom NYC, *Black Founders*, in celebration of Black History Month. The two month-long pop-up shop, open through March 28, features eight Black-founded and -owned companies from across the country, spanning beauty, men's and women's apparel, accessories and footwear.

Customers are invited to explore, shop and get to know the featured brands' stories through interviews with the founders behind them, including new to Nordstrom, Sharon Chuter of UOMA Beauty, Miko Underwood of Oak & Acorn ~ Only for the Rebelles, Erika Dalya Massaquoi of The OULA Company, Elann Zelig of Zelig for She, John Dean of Renowned, Jessica Rich of her eponymous shoe brand, Corianna and Brianna Dotson of Coco and Breezy Eyewear, and existing brand Nancy Twine of Briogeo Hair Care. The in-store space is designed with the look and feel of an archive, allowing shoppers to learn and discover more about each brand, along with a video installation by Oak & Acorn. In addition to the NYC flagship, brands are available at select Nordstrom stores and Nordstrom.com.

"We've long believed that we're all made better by the diversity that exists within our communities," said Chris Wanlass, Nordstrom Vice President and General Manager for New York City Stores. "We are committed to improving the diversity of the vendors we partner with across all parts of our business which will help us better serve the needs of our customers. We're showcasing a curation of the Black-founded and -owned brands we carry and giving them our highest level of exposure by amplifying their voices through Center Stage at our New York City flagship."

Nordstrom is also celebrating Black-owned brands and creatives on a national level this month with the addition of 12 new Black-founded brands in its Inclusive Beauty category, the launch of GOODEE brand, and New Concepts @Nordstrom Concept 012: Black_Space. In addition, Nordstrom Made is expanding its collection of intimates to cater to a wider range of skin tones in March. Details on these launches and Nordstrom's commitment to community through diversity, inclusion and belonging can be found on the [Nordstrom Press Room](#).

About the Brands

UOMA Beauty - pronounced OMA- means beautiful and the brand believes that beauty starts the moment you decide to be yourself. UOMA exists to re-write the rules of inclusivity and diversity to create a world of beauty that truly is for all of us. Founded by Nigerian born, LA and London based former beauty executive, Sharon Chuter, the UOMA Beauty range is rebellious, innovative and created for all. Available at Nordstrom NYC and Nordstrom.com

Renowned is a Los Angeles-based men's wear brand created by John Dean III. Dean, born and bred in Akron, Ohio, developed Renowned as a creative outlet to share and tell stories from a perspective that is relatable to anyone chasing a dream. The brand formulates silhouettes, patterns, and motifs that bind the past, present, and aim to create a brighter and more dynamic future for all those who consume it. Available at Nordstrom NYC, Nordstrom Downtown Seattle, Nordstrom South Coast Plaza (Costa Mesa, Calif.), Nordstrom at The Grove (Los Angeles), Nordstrom Fashion Valley (San Diego), Nordstrom The Mall at Green Hills (Nashville), Nordstrom Aventura (Miami), and Nordstrom.com.

Launched in 2013 by entrepreneur Nancy Twine, **Briogeo** has become one of the fastest-growing haircare brands in the world and one of the largest, independent Black-owned brands in the US. Briogeo has revolutionized clean and natural hair care, offering effective products and solutions for every

hair type, hair texture, hair need, ethnicity, background, and person. All Briogeo products are formulated 6-free™ and are naturally derived with the brand's proprietary NOVA Complex®, a blend of natural oils, vitamins, and antioxidants. Available at Nordstrom NYC, 26 select Nordstrom stores, and Nordstrom.com.

Zelie for She was founded in 2013 by Elann Zelie in Los Angeles California. There was a void in fashion for curvy women to express themselves thus Zelie for She was created. Elann describes her brand as an unapologetic expression of one's authenticity and individuality. The beauty of being authentic is that we are ever changing and growing. Every collection is a different story. Stories of travel, friendship, womanhood, and empowerment of oneself. Available at Nordstrom NYC and Nordstrom.com.

The OULA Company, founded in 2015 by Erika Dalya Massaquoi, creates heirloom worthy womenswear with an aesthetic based on the tunics, day dresses and caftans Massaquoi's artist/activist mother wore in the 60s, 70s and 80s. Handcrafted and sewn in the USA, OULAs vibrant colors and patterns are the company's signature and its ethos embraces the testimony of black joy. Available at Nordstrom NYC, Nordstrom Phipps Plaza (Atlanta) and Nordstrom.com.

Launched in the summer of 2017, **Jessica Rich** offers a variety of shoe styles that are accessible while not compromising fine craftsmanship and incorporating modern design. Stylish yet wearable is the formula for Jessica Rich. The brand has been worn by a multitude of high-profile celebrities including Kylie Jenner, Jennifer Lopez, Heidi Klum & Cardi B just to name a few. Available at Nordstrom NYC, Nordstrom at The Grove (Los Angeles), Nordstrom Fashion Show (Las Vegas), Nordstrom Houston Galleria, Nordstrom Aventura (Miami), and Nordstrom.com.

Oak & Acorn ~ Only for the Rebelles, is the first sustainable brand in Harlem, NY, designed by Miko Underwood. The genderless, luxury denim pays homage to the untold history of the Indigenous American and the enslaved African's contributions that have shaped American manufacturing and American Denim. Oak & Acorn threads eco-fabrics, historic storytelling and social impact with innovative fashion. Available at Nordstrom NYC, Nordstrom Phipps Plaza (Atlanta) and Nordstrom.com.

Coco and Breezy Eyewear was founded in 2009 by twin designers Corianna and Brianna Dotson. Their early designs were an instant hit in the entertainment and fashion world. Coco and Breezy's designs have ranged from the "third-eye" sunglasses for the late Prince to recent collaborations with Hershey's, Ciroc, and SIX:02. Available at Nordstrom NYC, 19 select Nordstrom stores and Nordstrom.com.

Editor's Note: Campaign imagery, shop photos and product shots are available at Nordstrom.com/pressroom

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; 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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