

# NORDSTROM

## Join Nordstrom in Supporting Black Business Month

August 7, 2023 at 7:00 AM PDT



August is National Black Business Month —join us as we support and recognize Black businesses nationwide and work together to create a more equitable retail and fashion industry.

Nordstrom piloted our first Black Business Month program in 2022 and created #BuyBlack pop-up markets to highlight a special curation of local Black businesses along with spotlighting the Black-owned or founded brands that are carried in our year-round offering. The positive response and strong support from our customers successfully drove \$14 million in sales of Black-owned or founded brands at Nordstrom in August 2022 alone.

From August 7 —September 4, customers can once again look forward to a dynamic mix of in-store and digital activations amplifying our Black-owned or founded brands, some of our key partners, and celebrating the overarching mission of Black Business Month.

As a company, we've set ambitious goals to improve and diversify our product assortment. In 2020, we committed to delivering \$500 million in retail sales from brands owned, operated or designed by Black and Latinx individuals by 2025, and in 2021, Nordstrom signed [The Fifteen Percent Pledge](#), a commitment to purchasing 10x more goods from Black businesses by 2030 to help create an equitable marketplace for Black-owned brands to thrive.

"Nordstrom recognizes Black Business Month as an opportunity to drive awareness for Black owned or founded brands and suppliers, by highlighting emerging Black entrepreneurs and their contributions to the fashion industry," said Colleen Mitchell, senior director of diversity, equity, inclusion and belonging at Nordstrom, Inc. "We know there's work to do outside of Black Business Month as we make progress towards our long-term commitments, and we're excited to continue on this journey with our brand partners to create a more equitable fashion industry."

### #BuyBlack Pop-Up Markets: Customers Can Discover and Support Local Businesses

This year, we are excited to expand our #BuyBlack pop-up markets to 13 Nordstrom stores. Curated by [The Fifteen Percent Pledge](#), we are inviting local businesses to pop up with us in 11 cities throughout the month including New York, Atlanta, Charlotte, Durham, Houston, Washington DC, Dallas, Chicago, Los Angeles, Seattle and Miami:

8/11 —8/13

[NYC Flagship](#), [Men's Store NYC](#), [Michigan Ave](#), [Merrick Park](#), [Downtown Seattle](#)

8/18 —8/20

[Tysons Corner](#), [SouthPark](#), [The Streets at Southpoint](#)

8/25 —8/27

[Houston Galleria](#), [The Grove](#), [NorthPark Center](#), [Phipps Plaza](#), [Perimeter Mall](#)

"We are thrilled to be working with Nordstrom on the launch of the #BuyBlack pop-up markets this month. Our partnership is rooted in the mutual desire to drive equity across retail, and the #BuyBlack series is an exciting next step in their commitment to support Black entrepreneurs," said LaToya Williams-Belfort, Executive Director of the Fifteen Percent Pledge. "The curation of local Black brands spans several categories; from clothing and home décor to beauty and accessories, there is truly something for everyone to enjoy."

### Explore and Shop Black Owned or Founded Brands In-Store and Online

We're also making it easier than ever for customers to discover and support the Black businesses that we offer year-round in our [Black owned or founded brands](#) product hub and easy-to-find tags throughout Nordstrom.com. Customers can explore and shop spotlighted brands like [Amsale](#), [Rebecca Allen](#), [Liselle Kiss](#), [54 Thrones](#), [Billionaire Boys Club](#) amongst many others. Additionally, Black Business Month will be highlighted at 50 Nordstrom Rack locations across the cities that are hosting #BuyBlack pop-up shops. With a special focus on Black-owned or founded beauty and textured haircare, customers can explore brands like [The Douz](#), [Kaleidoscope](#), [Mielle](#), [Carol's Daughter](#) and more.

To further inspire customers, Nordstrom will bring additional storytelling to life through dedicated features on [The Thread](#), our fashion, beauty, and lifestyle editorial platform. Content will include conversations with designer Busayo Oluopona, Nalebe founder Amina Means, stylist and Creative Director June Ambrose, and Aurora James, Creative Director and Founder of Brother Vellies and Founder of the 15 Percent Pledge.

During Black Business Month we are also excited to welcome NBA player Russell Westbrook for a special in-store appearance on August 17 at The Grove in Los Angeles, highlighting a new drop from his brand, [Honor The Gift](#), that is exclusive to Nordstrom. Honor the Gift is an emerging brand founded on self-belief and dedication to never stop working toward your greatness.

### Cultivating Community, Conversation, and Progress with Our Partners

On August 9, we are hosting a special event at our Nordstrom NYC Flagship to kick off Black Business Month. Our partners from [The Folklore Group](#) and [Harlem's Fashion Row](#), along with brand founders from [54 Thrones](#) and [ASHYA](#), are joining us for a panel conversation followed by a networking cocktail celebration.

The event will bring together the owners and founders of Black brands, vendors, and influential voices from the community to celebrate Black Business Month and share our collective work to create a more equitable industry.

Stay tuned throughout the month to see how we're supporting Black Business Month and visit [Nordstrom.com/diversity](#) and our [supplier diversity page](#) for more information.