NORDSTROM

Finding Your Look Has Never Been Easier

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It's easy to find a specific product, but it can be difficult to find the right items to augment an outfit or complete a wardrobe. With those concerns in mind, we hit the drawing board and created something aimed at changing that.

Head to Nordstrom.com or our app and you might notice a complete outfit suggestion below a specific product you're viewing. It's called "Looks", a feature that shows custom outfits curated by professional stylists made to match each product on our site. Wonder what shoes, belt and pants go with that top you're viewing? We have you covered and it's all there on the same product page. Don't like what you see? You can shuffle through alternatives for each item. With Looks, we're bringing together inspiring styles for every occasion and the ability to shop and customize looks that you can purchase right away.

For customers who use Looks enough or want to take it a step further, there's a customized "Your Looks" feature that serves up specific outfits based on each customer's searches, purchase history and interactions with stylists.

This journey started in June of 2017 when we looked to replicate the experience of working with a stylist in a store for those who shop online. This is critical since 74% of people prefer shopping in a store but nearly half of them do so for the advice of an associate, according to the 2018 Retail Industry Report by Trend Source. Before writing a single line of code, we met in the homes of some of our most engaged customers to better understand exactly what they'd like to see from us. We also leveraged our Project 18 community to validate what we heard and help us refine how Looks works.

We've crowdsourced hundreds of thousands of different looks from stylists around the country, but we've just scratched the surface of how this feature can help customers shop. We have an incredibly active community of customers sending feedback through our online suggestion box that is helping guide our development process – while also validating that people are actually using it. In fact, we have millions of users to date and almost all the feedback has been positive.

Looks is still evolving and we are proud of its reception so far, but we can't wait to see what suggestions our customers come up with next as we continue to shape and build this feature to meet their needs.