

NORDSTROM

Nordstrom Launches Concept 010: ACTIVATE!

May 29, 2020

A multi-brand capsule collection in partnership with 7 of the leading lifestyle, performance and activewear brands.
Featuring Asics, District Vision, Gramicci, Malbon Golf, On, Reigning Champ and Satisfy.

NEW YORK (May 28, 2020) – Sam Lobban, Nordstrom SVP Designer & New Concepts, announces Concept 010: Activate!, a fitness and wellness focused collection available starting May 28 exclusively online at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts).

Concept 010: Activate is Nordstrom's tenth project for New Concepts @Nordstrom Men, following previous concepts with Union & Company, Dior, Japanese printing house printings.jp and Patagonia. The ongoing series of digital and physical pop-up shops invites customers to discover the newest menswear products in partnership with the world's most compelling brands.

About the Collection

The curated collection features elevated gear for the mind, body and soul with a selection of clothing, shoes and accessories that encourage an active lifestyle. Each brand is distinctly represented through signature or exclusive styles with highlights including District Vision's Air-Wear technical shirting, Satisfy's Light Collection and Malbon Golf's camp collar button down shirts.

Of the 7 brands, 4 brands will be available at Nordstrom for the first time: District Vision, Gramicci, Malbon Golf and Satisfy. The collection ranges in price from \$15-\$249

"Our approach to the concept of Activate! was to focus on the holistic idea of wellness, not only through the lens of being physically active but also through the practice of mindfulness. Our aim was to bring together the best brands that combine the technical components of athletic clothing, shoes and accessories with a fashion forward focus, covering sports, hobbies and activities which equally focus on health of body and mind. Thinking about our customers in this current time, we felt it was particularly important for them to feel good while focusing on their personal wellbeing, and of course to look good whilst doing so." – Sam Lobban

About the Brands

Iconic athletic brand **ASICS** delivers a colorful assortment of their signature running shoes, for Activate, equipped with technical innovation and GEL-technology.

District Vision bridges the worlds of sports and mindfulness for Nordstrom by developing exclusive and special-edition versions of their favorites including the Air-Wear technical shirting program with artwork by Filip Pagowski, along with a range of mindfulness tools such as handmade incense holders and yoga blocks.

Climbing brand **Gramicci** provides comfort style for outdoor enthusiasts. The collection of tees, hats, bags and bottoms are built for climbing, camping trips, or the city. The exclusive capsule features shorts & pants with a gusseted crotch and built-in nylon belt allowing freedom of movement and flexibility for both urban and outdoor environments.

Malbon Golf features silhouettes from golf's past with a tropical, modern twist. These classic bodies feature a motif that stands for being out on the course until the shadows are tall on those long Summer days. The exclusive collection includes a camp collar button down Hawaiian shirt, striped and solid polos, a graphic t-shirt, a bucket and retro-inspired rope hat, hooded sweatshirts and sweatshorts.

Swiss brand **On** is one the fastest growing running brand on the planet. Their patented Cloudtec® technology delivers a unique running sensation: a soft landing followed by an explosive take off. On shoes and apparel blend performance, comfort and style for a look and feel that effortlessly crosses the blurred boundaries between work, play and sport. For Nordstrom, the On collection includes hybrid shorts, versatile running pants, performance tees, lightweight caps, socks and their signature running shoes.

Reigning Champ offers its *The Health is Wealth* capsule collection finished with the brand's custom graphics on hoodies and tees inspired by vintage physical fitness and training. The collection includes advanced fabrics such as copper jersey made from advanced fibers infused with copper powder, which naturally fights bacterial odor for the life of the garment. The collection also features a waterproof trail cap, gym towel and lightweight terry sweatshorts.

Satisfy, the Paris based running brand founded by Brice Partouche, is altering the perception of running. For its first collection for Nordstrom, Satisfy created an exclusive capsule that features an eclectic mix of their signature styles including 8" Justice™ shorts made with four-way stretch fabric for breathability and lightweight tees made with technical Deltapeak™ fabric from Japan. Additional highlights include over-washed cotton moth-eaten tees, durable Merino wool & nylon running socks and a lightweight "Endless Runner" cap.

Editor's Note: Campaign imagery, shop photos and product shots are available at [Nordstrom.com/pressroom](https://www.nordstrom.com/pressroom)

About New Concepts

New Concepts @NordstromMen is a platform to discover what's next and best in menswear. Curated by Sam Lobban, VP of Designer Ready-to-Wear and New Concepts in partnership with the world's most exciting brands, these unique collections come to life in the custom-built environments at our flagship stores and online.

About Sam Lobban

Sam Lobban started his retail career on the sales floor at Selfridges, where he was quickly promoted to merchant roles. He then joined Mr. Porter, where he was a member of the team that grew the site, leading the strategy behind their designer capsule collections, such as Prada, Balenciaga, Gucci and Made in California. Sam joined Nordstrom in June 2018 as VP, Men's Fashion to support merchandising, marketing, content development, store environment, private label and the shopping experience as it relates to menswear.

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 370 stores in 40 states, including 116 full-line stores in the United States, Canada and Puerto Rico; 247 Nordstrom Rack stores; two clearance stores; and five 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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