

NORDSTROM

Nordstrom Celebrates Pride with Commitment to the Transgender Community

May 17, 2021

SEATTLE, May 17, 2021 /PRNewswire/ -- As part of Pride month, [Nordstrom](#) announced today it will be providing a grant to the [Trans Lifeline x FOLX Hormone Replacement Therapy \(HRT\) Care Fund](#), to support transgender, nonbinary and gender nonconforming individuals. For anyone struggling to access hormone care, this fund will underwrite their choice of Hormone Replacement Therapy (HRT) care through [FOLX](#), with 75% of funds reserved for Black and Indigenous people, and people of color (BIPOC)

Additionally, Trans Lifeline is the giveback partner for our BP. Be Proud brand with 10% of net sales being donated towards the peer support and crisis hotline, and microgrants providing financial resources directly to transgender people across the U.S. and Canada. Between these efforts, Nordstrom hopes to give \$350,000 in support of the Transgender community.

"We've long believed that we're all made better by the diversity that exists both within our communities and our workforce. Our values are centered on the notion of creating a place where every customer and employee is welcome, respected, appreciated and able to be their authentic selves," said Farrell Redwine, senior vice president of human resources, Nordstrom, Inc. "This year, we are honored to partner with Trans Lifeline to extend those values and support the transgender community in accessing resources that make their lives easier."

"Trans Lifeline is thrilled to be partnering with Nordstrom to invest in the transformational power of peer support and redistribute resources to trans people," said Bri Barnett, director of advancement, Trans Lifeline. "This historic gift will be instrumental in helping us answer over 25,000 calls this year and it will also provide 100 people with a year of life saving medical care."

Nordstrom will also be highlighting brands founded or designed by the LGBTQ+ community. It is Nordstrom's priority to support the community year-round by offering a dynamic assortment of products and experiences, including:

- The [BP. Be Proud](#) collection features a range of silhouettes for people of all gender expressions. The lead designer for this collection is queer and we engaged different members from the LGBTQ+ community to provide insight on what they see as missing from the current apparel landscape. Sizes range from XXS – 4X and prices range from \$25 - \$59.
- [MANTL](#), co-founded by Karamo Brown – the best-selling author, producer and Emmy-nominated host on Netflix's Emmy-winning series *Queer Eye* – will be available at Nordstrom. Karamo created the skincare line for both the face and scalp after going through his own balding journey, with the mission to empower the bald and balding to live their fullest lives comfortably and confidently.
- Packaged in pink and conceived beyond the gender binary, [Boy Smells](#) makes loving your identity a daily ritual. Co-founders and real-life partners Matthew Herman and David Kien created Boy Smells as items they'd want to use on a daily basis and products that were fluid and essential.
- [Leeway Home](#) launched in March 2021 and is launching on [Nordstrom.com](#) in May. Leeway Home celebrates everyone at every stage of life and offers products to fit them. Founded by partners Sam Dumas and Lyle Maltz, they've leaned into the way real people live and offer everything you need to set your table your way.
- Nordstrom is kicking off an ongoing partnership with [The Phluid Project](#) with an exclusive Pride capsule featuring gender-free accessories including hats, bags and socks starting at \$12, launching at the end of May. The Phluid Project launched in March 2018 in NYC and online as a gender free fashion brand and is known for breaking the binary. The Phluid Project joined a movement of humans committed to challenging the ethos of traditions of the past that inhibit freedom and self-expression.

Additional details on these launches can be found on the [Nordstrom Press Room](#).

Year-round, Nordstrom provides grants and funding to LGBTQIA+ organizations like the [Hetrick-Martin Institute](#), [Pride Foundation](#) [God's Love We Deliver](#), [Human Rights Campaign](#) and more.

Nordstrom's celebration of Pride Month and support of the LGBTQIA+ community are a part of the company's broader efforts and commitments to diversity, inclusion and belonging (DIB). The company recently set goals to guide its DIB efforts and reports annually on its progress. To learn more about the company's DIB strategy, goals and programs visit [Nordstrom.com](#).

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 357 stores in the U.S. and Canada, including 100 Nordstrom stores; 248 Nordstrom Rack stores; two clearances stores; and seven [Nordstrom Local](#) service hubs. Additionally, customers are served online through [Nordstrom.com](#), [Nordstrom.ca](#), [NordstromRack.com](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT TRANS LIFELINE

[Trans Lifeline](#) connects trans people to the community, resources, and support they need to survive and thrive--building a resilient trans community through trans-led direct services. Trans Lifeline's Hotline provides peer support and crisis support, and their Microgrants program provides low-barrier grants to trans people in need of legal name changes and updated IDs, HRT, and funds for incarcerated trans people.

ABOUT FOLX HEALTH

Launched in December 2020, FOLX Health is an LGBTQIA+ healthcare service provider built to serve the community's specific needs. The company delivers a new standard of healthcare that's built to serve LGBTQIA+ people, rather than treat them as problems to be solved. For more information, visit folxhealth.com

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