

NORDSTROM

Celebrating Pride at Nordstrom

June 1, 2021

As part of Pride month, we will be providing a grant to the [Trans Lifeline x FOLX Hormone Replacement Therapy \(HRT\) Care Fund](#), to support transgender, nonbinary and gender, non-conforming 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.

"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."

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, we hope 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, "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."

Throughout June, we will highlight brands founded or designed by the LGBTQ+ community which includes:

- [BP. Be Proud](#): Featuring 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--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 balding journey, with the mission to empower the bald and balding to live their fullest lives comfortably and confidently.
- [Boy Smells](#): 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 daily and products that were fluid and essential.
- [Leeway Home](#): Launched in March 2021, Leeway Home celebrates everyone at every stage of life and offers products to fit them. Founded by partners Sam Dumas and Lyle Maltz, they understand the way real people live and offer everything you need to set your tables our way.
- [The Phluid Project](#): Kicking off an ongoing partnership with an exclusive Pride capsule featuring gender-free accessories including hats, bags and socks starting at \$12. The Phluid Project launched in March 2018 as a gender-free fashion brand and is known for breaking the binary.

Year-round, we provide grants and funding to LGBTQIA+ organizations like the [Hetrick-Martin Institute](#), [Pride Foundation](#), [God's Love We Deliver](#), [Human Rights Campaign](#) and more. Celebrating Pride Month and supporting the LGBTQIA+ community is a part of our ongoing efforts and commitments to diversity, inclusion and belonging (DIB). We set goals to guide our DIB efforts and report annually on our progress. To learn more about our DIB strategy, goals and programs visit [Nordstrom.com](#).