

NORDSTROM

Nordstrom Signs Fifteen Percent Pledge to Grow Black Businesses

July 8, 2021

Today we shared we've signed the [Fifteen Percent Pledge](#) by announcing a new commitment to growing our purchases from businesses owned or founded by Black individuals by 10x by the end of 2030.

"We are excited to announce our commitment to the Fifteen Percent Pledge," said Pete Nordstrom, our chief brand officer and president of Nordstrom, Inc. "Over the next 10 years Nordstrom will grow purchases from brands owned or founded by Black individuals by 10x by the end of 2030. Long-term societal change cannot happen overnight. We are excited to partner with the Pledge on this commitment to economic equity and sustainable growth as we work to increase the number of Black-owned and founded companies we partner with throughout our business."

"When we first launched the Fifteen Percent Pledge, our focus was on encouraging retailers to commit to a minimum of 15% of their shelf space to Black-owned businesses," said Aurora James, founder of Fifteen Percent Pledge. "While this is still our ultimate goal, we know that progress won't be possible without growing the pipeline of Black-owned businesses. We applaud Nordstrom for the work they're doing to create financial opportunities for the Black community."

Some of our recent efforts since October 2020:

- **Expansion of our Inclusive Beauty category:** Providing our customers the product that meet their unique needs —no matter skin or hair type, tone, complexion or texture. New, Black-owned brands include: [Sienna Naturals](#), [54 Thrones](#), [Rosen](#), [UnSun](#), [Brown Girl Jane](#), [Auda B](#), [London Grant](#), [Spraise](#), [Buttah](#), Beneath Your Mask, [AJ Crimson](#) and [UOMA](#). We launched the following brands in October of last year: [Babytress](#), [Briogeo](#), [Bomba Curls](#), [Mantl](#), [BeautyStat](#), [Epara](#) and [Beauty Bakerie](#).
- **New Concepts @Nordstrom Concept 012:** Black_Space: A national retail platform for designers, creatives and thought leaders across varied perspectives and experiences representing Black culture that launched in February. Black_Space included an immersive shopping experience across 12 Nordstrom locations nationwide and on Nordstrom.com for products developed, designed and curated by Black creatives including Beth Birkett, creative director Harris Elliott, stylist Matthew Henson, stylist Marcus Paul and fashion editor Azza Yousif.
- **Black Founders x Center Stage:** Our Nordstrom NYC flagship used our Center Stage pop-up in February to showcase Black-owned brands across beauty, clothing and shoes during the months of February and March. Customers were invited to explore, shop and get to know the stories and founders behind them, including Sharon Chuter of UOMA Beauty, Nancy Twine of Briogeo, Miko Underwood of [Oak & Acorn](#), Erika Dayla Massaquoi of [The Oula](#), Elann Zelig of [Zelig for She](#), John Dean of [Renowned](#) and [Jessica Rich](#) of her eponymous shoe brand.
- **The launch of the eponymous label, [Rebecca Allen Inc.](#):** Creating timeless, luxury footwear for women of every shade, the brand's collection, consisting of heels and flats, offers the perfect nude shoe for every skin hue, because skin tones vary and Rebecca is committed to ensuring no one is left out.
- **The launch of [GOODEE](#):** A Black founded brand by designers and creatives Byron and Dexter Peart, in February. GOODEE offers sustainable solutions for modern living through working exclusively with artisans. The brand offers products that make a positive social or environmental impact through curating a unique global marketplace with unique storytelling.

"We're confident the work we are doing will have a real impact on our ability to increase the number of Black-owned companies we do business with and will create meaningful opportunities for Black businesses and communities," said Teri Bariquit, our chief merchandising officer. "This work is critical to our ability to serve customers and deliver the products and experiences we know they expect when they shop with us."

This commitment is just one of many steps we are taking to address diversity, inclusion and belonging at Nordstrom. To learn more about our goals and broader efforts, please see [here](#), or visit our Diversity page on [Nordstrom.com](#).