

# NORDSTROM

## Experience our Fine Jewelry Selection on Nordstrom.com

August 11, 2021

At Nordstrom, we are committed to listening to our customers and their ever-changing needs, now more than ever. We have heard loud and clear that our customers trust Nordstrom to be there for them for every occasion. This past year, we have seen an increase in demand for our Fine Jewelry collections and learned that this is a highly sought-after category. We are excited to announce the expansion of our Fine Jewelry offering, with 14 new-to-Nordstrom brands launching within 2021, as well as a new site interface to deliver the best shopping experience on [Nordstrom.com](https://www.nordstrom.com).

We offer stylish pieces at a variety of price points for everyone. In addition to accessible Fine Jewelry pieces, we are building our selection with prestigious brands, luxury and higher price points including pieces from [Fred Leighton](#) and [David Webb](#). We aim to be a destination for customers seeking men's Fine Jewelry curated through the Nordstrom lens from [Le Gramme](#) to [David Yurman](#). We also look forward to introducing a curation of unique and modern styles from emerging BIPOC founded brands like [Omi Woods](#) and [Jennifer Zeuner](#), as well as sustainably-minded designers including [Monica Vinader](#) and [HauteCarat](#).

New to Nordstrom this year are brands David Webb, [Vhernier](#), Jennifer Zuener and [Sara Winestock](#) with more to come.

"We're excited to unveil a new and refreshed fine jewelry experience at Nordstrom. Our approach to this category is an inclusive one as we offer our customers everything from a selection of attainable styles for everyday wear, to more luxurious, bespoke, and collectors pieces. There is much more to come as we continue to expand our offering and partner with some of the most innovative and prestigious jewelry brands and designers in the market."  
- Denise Junell, VP DMM Accessories, Handbags & Jewelry at Nordstrom

Our Fine Jewelry expansion supports our journey in introducing new brands that provide a sense of discovery for our customers. As we anticipate a return to the things that we may have missed this past year, we know our customers are looking for those final touches to elevate their look and feel their best.

You can read more about our Fine Jewelry experience launch in WWD [here](#).