

NORDSTROM

Celebrating Latinx Heritage Month

September 22, 2021

Nordstrom has long believed in the value diversity brings to our company and the communities we serve. We have a role to play in contributing to the positive change and address systemic racial inequity. We [set goals](#) to address the most pressing opportunities, including delivering \$500M in retail sales from brands owned by, operated by, or designed by Black and/or Latinx individuals and increasing representation of Black and Latinx populations in people manager roles by at least 50% by 2025.

In honor of Latinx Heritage Month, from September 15 to October 15, we are celebrating Latinx-owned and operated brands, amplifying the stories of Latinx brand founders, expanding our Inclusive Beauty product selection, donating to organizations that support the Latinx community and more. Learn more about how Nordstrom is celebrating Latinx Heritage Month below.



5 Ways Nordstrom Is Celebrating Latinx Heritage Month

Launching a new Nordstrom Made Collection with Contemporary Artist, Cristina Martinez

We have partnered with Cristina Martinez, a contemporary artist whose work is rooted in telling the stories of Black and Brown people. The Nordstrom by Cristina Martinez collection is designed around three original pieces of artwork created by Cristina; each piece encourages the viewer to stay rooted and keep blooming.

Cristina worked alongside our Nordstrom Made design team to imagine elements of her original artwork on a selection of limited-edition products across women's, men's, gender-inclusive, kids, baby and home. The collection is a celebration of Cristina's Black and Mexican heritage, featuring items that embody elements of her background through color, texture, shape and design.

"Nordstrom has a role and responsibility to amplify the voices and works of artists like Cristina Martinez, and we are incredibly excited to collaborate with her to introduce the Nordstrom by Cristina Martinez collection," said Jen Jackson Brown, EVP and President of Nordstrom Product Group, Nordstrom, Inc. "The assortment features unique pieces that celebrate Cristina's heritage and bring to life the incredible art she has created."

Expanding Our Inclusive Beauty Product Assortment

With a goal of supporting brands that serve the needs of all customers, our Inclusive Beauty initiative features a curated assortment of products created for everyone. In celebration of Latinx Heritage Month, we are expanding our Inclusive Beauty category to include new Latinx-owned brands such as Costa Brazil, Joaquina Botanica, Nopalera and Vamigas which will launch on Nordstrom.com and in stores.

Meet a few of our new Latinx beauty brands available at Nordstrom:

- [Costa Brazil](#) – Founded by Francisco Costa, the Costa Brazil beauty line was built on the simple belief that the spirit of beauty is inseparable from the earth's health. Born and raised in Brazil, the importance of protecting the environment is deeply ingrained in Costa. Throughout his expansive career in fashion, he continually proved that beautiful design could be achieved in a smart and sustainable way.
- [Joaquina Botanica](#) – Founded by Giovanna Campagna, Joaquina Botanica is a clean skincare line featuring formulas powered by clinically proven active luscious botanicals indigenous to Latin America, the world's most biodiverse region. Sustainability is integrated into the brand's DNA and has the strictest standards for clean formulations, so they never include harmful toxins that cause damage when released into the environment.
- [Nopalera](#) – Founded by Sandra Velasquez, Nopalera was created to elevate and celebrate Latin culture. It takes inspiration from the nopal cactus, one of the world's most sustainable, nourishing, and versatile plants. The body care brand is committed to offering high-end products with clean ingredients and celebrating natural beauty and resilience wherever it may be found.
- [Vamigas](#) – Founded by Christina Kelmon and Ann Dunning, Vamigas is a beauty and wellness brand created by Latinas using botanicals from Latin America. The haircare and skincare lines are formulated to address the unique beauty concerns of Latinx customers.

Highlighting Brands Operated and Owned by Latinx Individuals

In celebration of Latinx history month and in support of our goal to deliver \$500M in retail sales from brands owned by, operated by or designed by Black and/or Latinx individuals by the end of 2025, we have launched a shopping [hub to spotlight](#) the many Latinx-owned, operated and designed brands including Viva La Bonita, Camila Mesar, Squeeze de Citron, Costa Brazil, Kids of Immigrants, Kid Dangerous, Holo, Alix NYC, Tata Harper, The Honest Company and Clare V. Customers can shop these brands by visiting the [Nordstrom.com](#) Latinx-owned and founded brands product category.

Providing Funding and Corporate Grants that Support Latinx Communities

As part of Nordstrom's 2021 corporate giving efforts, we have provided corporate grants and funding to organizations that support the Latinx community including:

[United We Dream](#): United We Dream is the largest immigrant youth-led community in the country. The non-profit creates welcoming spaces for young people to support, engage and empower them to make their voices heard and win.

[The Posse Foundation](#): The Posse Foundation identifies students with extraordinary academic and leadership potential who may be overlooked by traditional college selection processes and provides opportunities to pursue personal and academic excellence by placing them in supportive, multicultural teams.

[Geeking Out Kids of Color](#): The organization builds and sustains youth programs that are rooted in community, computer science and consciousness. The programs are geared towards empowering youth with the voice, digital literacy and problem-solving skills to envision and construct new realities.

[The Latino Student Fund](#): The Latino Student fund provides opportunities for a strong academic foundation for underserved students and their families to promote higher education and professional leadership. The organization provides programs for low-income, at-risk students and their families with the goal of increasing academic success in the community.

To learn more about our corporate grants and corporate social responsibility efforts please visit [Nordstrom.com/NordstromCares](https://www.nordstrom.com/NordstromCares).

