

# NORDSTROM

## Nordstrom Home Debuts a New Destination of Discovery

September 24, 2021

This fall, we are excited to debut a redefined Home concept along with the opening of the Nordstrom Home NYC shop, an inspiring yet approachable two-story retail experience at our Nordstrom NYC Flagship. The shop will be a unique expression of the Nordstrom Home concept, with an extensive selection of home goods that meet the needs of local New Yorkers and tourists alike.

Nordstrom Home will be the ultimate destination for discovery for our customers, offering a thoughtful curation of furnishings and objects from established and prestige to emerging and unexpected brands, across all price points. With this concept, we are rethinking the way style and design contributes to customer's lives in their most personal spaces by offering relevant everyday things to make their spaces more fulfilling, easy, fun and inspiring.



With a dedicated focus on three category pillars including Kitchen and Tabletop, Home Textiles, and Home Décor, Nordstrom Home brings together the best brands in the market from emerging brands like [Eureka!Glassware](#), [COOCOEE](#), [Ombra](#) and [Sassa](#) to established customer favorites like [Leif & Birch](#), [Copper](#), [Staub](#), [Vendôme](#), [Vintage](#), [Moccamoccam](#) and more. Nordstrom Home also serves as a physical touchpoint to beloved Direct-to-Consumer brands by serving as a key retail partner to names including [Barefoot](#), [Carrera](#), [Casper](#), [EastUrban](#), [EastCoast](#), [Overs](#), [Jaxx](#), [GlamDuo](#) and [GlamDuo](#) to name a few others.

Our newly expanded merchandise assortment is expertly curated by a newly assembled team of seasoned merchandisers with strong collective industry experience across some of the most renowned brands and retailers in the Home space, and led by Olivia Kim, VP of Creative Projects and Home at Nordstrom.

"We know that the Nordstrom customer comes to us as a trusted source for fashion when it comes to their wardrobes, and Nordstrom Home serves as an extension of that lifestyle offering by bringing an approachable design-driven point of view into their homes," says Olivia Kim, VP of Creative Projects and Home at Nordstrom. "We wanted to create a style-focused destination for the home by bringing together the best brands out there, we hope that Nordstrom Home will spark a sense of discovery as our customers uncover new brands amongst some of the ones they know and love."

Nordstrom Home will serve as an ever-evolving resource for design-forward merchandise, giving our customers the opportunity to come across what's next in home, including new brands, products, categories, and experiences. This concept will be available at Nordstrom stores nationwide and online at [Nordstrom.com/home](#). Nordstrom Home will offer a robust selection of online products and services to complement its in-store offerings for a seamless experience including an interactive digital experience featuring content from a diverse range of brands that will offer home styled inspirations and help customers navigate shopping for their home.

A DISTINCTLY NEW LOOK/RETAIL EXPERIENCE

