

NORDSTROM

Nordstrom Names Rickie De Sole to Newly Created Women's Designer Fashion & Editorial Director Role

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We are excited to announce that Rickie De Sole has joined Nordstrom as Women's Designer Fashion & Editorial Director. In this newly created role, De Sole will work cross-functionally across different facets of the Women's Designer division, bringing a heightened point of view to the merchandising offering to deliver against business goals and growth plans. De Sole will also develop the Women's Designer editorial plan, create engaging designer content, act as a spokesperson, build a heightened customer community and drive results.

"We're super excited for Rickie to join the team here at Nordstrom. Rickie has a unique perspective on what a modern fashion and luxury customer is looking for and how they engage with product," said Sam Lobban, Nordstrom SVP Designer & New Concepts. "We believe her point of view and experience will add something very special to our business for our customers, brand partners and the Nordstrom team at large."

De Sole joins us from Vogue.com where she was the Executive Fashion Director supporting business initiatives and content across digital, print and social platforms as well as editorial collaborations and e-commerce. Prior to Vogue, De Sole was the Fashion Director at W Magazine, Accessories Director at Vogue Magazine and worked in-house at Prada. In addition, Rickie has served on the boards of Rent the Runway and Thom Browne.

"It is a privilege to be joining Nordstrom and the exceptional leadership team in this newly created role, said Rickie De Sole. "I am excited for the opportunity to work at the leading fashion retailer known for its unparalleled customer service and look forward to partnering with the best designers in the world to create exciting and unique moments both online and in its brick-and-mortar stores."