

# NORDSTROM

## Meet the Stylist: Sandy Koszarek from Seattle

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Whether you're looking for inspiration or want one-on-one styling help, our expert stylists are here to make you feel good and look your best. Our stylists have the best advice including [Denim's](#) tips on cleaning out your denim drawer and extending the life of your favorite jeans and [Aurika's](#) thoughts on investing in a capsule wardrobe.

This month, we talked to Seattle-based stylist Sandy Koszarek about what makes a great stylist and how she has grown her digital presence to serve customers on their terms.



**Q. Tell us a little bit about your journey at Nordstrom and how you became a stylist.**  
I've been with Nordstrom for 13 years. I started in the Kid's department and loved working with kids and their families. It taught me to really listen to my customers, especially kids. I quickly moved into being a stylist at our Seattle Flagship store.

**Q. What makes a great stylist at Nordstrom?**  
A great stylist knows and understands their customers. Listening is a key component to being a stylist—you need to be able to take the information the customer gives and deliver it from a styling perspective. As a stylist, you also want to ask the right questions. I take that information and turn it around to create a great shopping experience. I love putting together a fitting room where my customers have the freedom to express themselves. It's about creating a safe environment where people find their unique style.

**Q. What has the transition into digital styling been like and how has your career evolved?**  
At the start of my career as a stylist, I created an [Instagram account](#) dedicated to styling. Over the past couple of years, my account really took off and garnered traction from customers who were shopping from home. Adding digital components and capabilities to styling has helped broaden the ways I serve customers. [Virtual appointments](#) with my customers are fun. I set up a fitting room as if they were shopping with me in-store and walk them through the room virtually. Instagram is also a great appointment booking tool. I've had customers reach out through Instagram that don't live in state, so it's a great way to meet and serve customers on their terms.

**Q. What's one style tip that you think everybody should know?**  
Start with the basics. When you have a good foundation in your closet, it's easier to put together an outfit and build your wardrobe—you will always have something to wear with the right basics. From there you can gradually add more unique pieces to your closet and build out your personal style.

**Q. What has been your favorite customer experience as a stylist?**  
I've been working with a particular customer for years and the last time she came to see me she said, "You are the best thing that has happened to me." When she said this, I knew she meant her wardrobe, but it touched me because I was able to make an impact.