

NORDSTROM

Nordstrom Announces Sam Lobban Appointment to Senior Merchandising Position

August 1, 2022

As we continuously evolve our business to meet the needs of our customers and provide them with the best experience and most relevant products, we're excited to share that we elevated Sam Lobban to a new merchandising leadership position.

Sam Lobban will serve as executive vice president, general merchandising manager supporting women's apparel, men's apparel and all designer categories. In this role, he will support product strategy and vision across these core categories. Sam most recently served as senior vice president of Designer and New Concepts, a role he's held since 2020.

"We have a lot of confidence in Sam and are fortunate to have him on our team," said Pete Nordstrom, president and chief brand officer. "He is a strong merchant and approaches the business from a customer-first mindset. This new role is a great opportunity for him and the team he supports."

Sam started his retail career on the sales floor at Selfridges, where he was promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, he joined Nordstrom as the Vice President of Men's Fashion to support merchandising and work with our teams to creatively push forward marketing, content development, store environment and the shopping experience for menswear through his brainchild, New Concepts@Nordstrom.

During his tenure, he successfully launched 17 unique New Concept shops, including DIOR, Fear of God, Black_Space, Union, Noah and Thom Browne. Sam was promoted to SVP of Designer and New Concepts in 2020, leading all Designer merchandising strategies and campaign creative across men's, women's and children's categories. He is currently serving as a member of the CFDA/Vogue Fashion Fund selection committee.

"Sam is an innovative merchant with strong creative and strategic vision, deep industry experience and meaningful connections," said, Teri Bariquit, chief merchandising officer at Nordstrom. "We are excited for Sam to carry forward his strategic approach in designer to men's and women's apparel as we aim to deliver the most relevant products to our customers."

Congratulations to Sam on his new role, and we look forward to offering customers even more relevant products and experiences as we define the future of retail.