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New Concepts@Nordstrom Launches Concept 018: Virgil Abloh Securities

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New Concepts@Nordstrom is pleased to announce Concept 018: Virgil Abloh Securities. In partnership with his estate, the latest iteration of New Concepts is a celebration of Virgil Abloh's multidisciplinary practice across fashion, art, and culture. Virgil Abloh Securities is a Virgil Abloh-founded creative corporation that intends to maintain Abloh's approach and ethos over the coming years.

Spanning fashion, art, music, and culture, the far-reaching practice of late visionary Virgil Abloh fundamentally reshaped how we see creativity and the world around us. True to Abloh's genre-defying practice and myriad of simultaneous endeavors, Concept 018 unifies several of Abloh's flagship projects under one banner. That includes his fashion label Off-White, creative studio Alaska Alaska, an iconic Canary Yellow, and the Church & State merchandise from Abloh's "Figures of Speech" exhibition.

As part of Concept 018: Virgil Abloh Securities, Nordstrom is a Major Sponsor of Virgil Abloh. "Figures of Speech," an exhibition at the Brooklyn Museum on the exhibition opening party in June, as well as the Brooklyn Talk series that honored the profound legacy of Abloh alongside members of his creative community. Throughout the duration of the exhibition and the New Concepts drop, we will continue to partner on events and activations with the Brooklyn Museum including the Social Sculpture series featuring Jian DeLeon, Men's Fashion and Editorial Director at Nordstrom, and their Teen Night programming where Nordstrom will participate in a mentorship session. The exhibition is open now through January 2023.

"We are excited and honored to bring Concept 018: Virgil Abloh Securities to fruition", says Sam Lobban, EVP OMM of Apparel and Designer at Nordstrom. "We started working on the project with Virgil and his team back in March 2021, and hope that the end result can help in celebrating his passion, energy, and purpose which he brought to every endeavor. We're grateful to Shannon Abloh and the Virgil Abloh Securities team for the opportunity, and excited for our customers to be able to participate in continuing his legacy."

The drop features a range of women's and men's ready-to-wear, shoes and accessories including an exclusive Off-White Capsule, apparel capsules from Denim Team x Canary Yellow and American skateboarder Ted Barlow and Off-White. Concept 018 also includes Off-White fragrance as well as apparel and accessories for adults and kids from Abloh's "Figures of Speech" exhibition at the Brooklyn Museum.

"Virgil Abloh was one of those rare creatives whose work resonated on a universal level, but also had a way of making everyone who interacted with him feel like the most respected person in the room," says Jian DeLeon, Men's Fashion and Editorial Director at Nordstrom. "Above all, he was a champion of the youth who firmly believed that anyone could do the things he did. We hope this project helps carry the torch for it."

Kicking off with Concept 018, Nordstrom will support the Fashion Scholarship Fund's Virgil Abloh™ "Post-Modern" Scholarship Fund through the fostering of equity and inclusion in the fashion industry by providing scholarships to students of academic promise of Black, African American, or African descent. The fund will include a direct donation for selected scholars from their fashion program and the opportunity to participate in mentorship sessions with Nordstrom executives to learn about the inner workings of the retail business.