

NORDSTROM

Shop, Eat and Join Nordstrom in Celebrating Community for Hispanic and Latinx Heritage Month

September 15, 2022

Diverse. Vibrant. Powerful. Hispanic and Latinx Heritage Month is a time for celebrating the communities and cultures of those with roots in Spain, Mexico, Central and South America, and Caribbean nations.

Nordstrom's investment in the Hispanic and Latinx communities goes beyond a month. From September 15 to October 15 and beyond, Nordstrom is honored to highlight and amplify the voices of our Hispanic and Latinx employees, brands, and community partners.

Shop Hispanic and Latinx Brands at our Stores and Online

This month and throughout the year, Nordstrom continues to feature products from Latinx-owned and founded brands through the company's shoppable [Latinx Owned or Founded](#) category.

Customers can shop nearly 2,000 products across categories both online and in store from brands including [Birdies](#), [Bonita Fierce](#), [CAMILA MESAR](#), [Crisobela Jewelry](#), [FARM Rio](#), [HOLO Footwear](#), [MELT COSMETICS](#), [Sigma Beauty](#), [Spice Beauty](#) and [Viva La Bonita](#).

From September 15 to October 16, New Yorkers are invited to explore, shop and meet the founders behind local Latinx-owned businesses spanning clothing, accessories and food at the Nordstrom Men's Store NYC. On-site pop-ups will include Queen's-based men's clothing brand [Somos](#) (Sept. 15-18), urban-wear honoring immigrant heritage from [Immigrant Apparel](#) (Sept. 23-25), statement-making hats and handbags from celebrity stylist and designer [Rene Mantilla](#) (Sept. 28-Oct. 16), Brooklyn-based and voted "best donuts in NYC" [Fan-Fan Doughnuts](#) (Oct. 1-2, 8-9, 15-16), and graphic T-shirts, hoodies and socks from Bronx-based clothing brand [PLTD](#) (Oct. 10-16). For more information, please call (212) 843-5100.

By 2025, we are committed to delivering \$500M in retail sales from brands owned by, operated by, or designed by Black and/or Latinx individuals. We've made progress towards our goal, recording more than \$177 million in retail sales from brands owned by, operated by, or designed by Black and/or Latinx individuals by the end of 2021.



Honoring Food Culture through Restaurant Week Menu and Specialty Coffees

In celebration of the contributions and influence of Hispanic & Latinx food culture in the U.S. and Canada, a special Restaurant Week menu will run in all Nordstrom restaurants from September 15 – October 1.

In partnership with Chef Iliana de la Vega, a Mexican-born educator, restaurateur, culinary consultant and 2022 James Beard Award winner, we've developed dishes such as Camarones Enchipotlados and Tostadas de Hongos. Dishes such as Solterito de Quinoa and Lomo Saltado were inspired by this month's featured specialty coffees:

- [Peru, San Ignacio](#): This Direct Trade, organic coffee is grown by farmers in Peru and Colombia using sustainable growing practices. Our Direct Trade investments help these farmers promote sustainable growing practices and improved quality for their communities.
- [Las Mercedes, El Salvador](#): Las Mercedes has been owned by five generations of the Ortiz Family. The current owner is an International Women's Coffee Alliance Chapter Lead. As part of this chapter, women at the Las Mercedes Farm are trained to detect plant diseases, making them an integral part of the community.

Supporting Hispanic and Latinx Communities

This year, Nordstrom donated \$50,000 to the [Hispanic Heritage Foundation](#) (HHF) to advance its mission focused on education, workforce, identity, and social impact through the lens of leadership and culture. Established by the White House in 1988, HHF is an award-winning nonprofit that identifies, inspires, prepares and positions Latino leaders in the classroom, community and workforce to meet America's priorities.

"I have always said that as Latinos/as/x we need to define ourselves and not let others do it, but our definition needs to be much broader and determined by our own diversely complex and beautiful community. We must ensure ALL feel welcomed, respected, and recognized," said Jose Antonio Tijerino, President and CEO, Hispanic Heritage Foundation. "Our stories and perspectives need to be told by our community and we are grateful for this partnership with Nordstrom to listen intently to our community and celebrate both our commonalities and differences."

Celebrating Our People

Since its founding, Nordstrom has strived to support and celebrate the diverse communities it serves. To celebrate this month, we connected with eight employees who are members of Hispanic and Latinx communities and asked them to share their vibrant voices in a series of videos.

Produced by a predominantly Latinx crew encompassing everything from casting, styling and beauty services to set design, photography and videography, these videos explore the Latinx experience through expressions of beauty and style as well as the lens of identity, inclusivity and community. The videos feature flowers indigenous to Hispanic and Latinx countries on set.

Watch this video of our employees sharing the pride and joy they feel for their cultures and communities:

Over the past year, we've made improvements in representation in leadership and management roles, with Latinx leadership increasing in front-line roles (+2%). By 2025, we aim to increase Black and Latinx representation among its managers by at least 50 percent.

Learn More

Curious to learn more? Stay tuned throughout the month to see how we're celebrating Hispanic & Latinx Heritage Month and visit [Nordstrom.com/diversity](https://www.nordstrom.com/diversity) for more information.