

# NORDSTROM

## Nordstrom Partners with ICON360 to Further Commitment to Pathways for Industry Equity

March 7, 2023

*Demonstrating shared investment in the next generation of Black designers studying at HBCUs*



Nordstrom has long believed in the value diversity brings to its company and communities. This commitment includes working with expert organizations that improve pathways for diverse communities and foster an equitable fashion industry. That's why Nordstrom is thrilled to announce its growing partnership with Harlem's Fashion Row (HFR) through their non-profit ICON360.

"Nordstrom set ambitious marketplace diversity and equity commitments. To reach these goals, we need to invest in improved pathways for fashion, design and retail talent," said Colleen Mitchell, senior director of diversity, equity, inclusion and belonging at Nordstrom, Inc. "ICON360 has built authentic relationships with HBCUs to connect with and foster emerging talent. We look forward to building on our work together to create more pathways for future fashion and retail leaders."

Harlem's Fashion Row was founded in 2007 with a mission to give designers of color the platform they deserve in an industry that had long ignored them. For more than 15 years, HFR has been the premier agency creating a bridge between brands and designers of color in fashion through brand strategy, collaborations, new media, experiential marketing, recruiting, and pipeline programs with brands and retailers like Nordstrom.

[ICON360](#), HFR's nonprofit arm, was founded to take this mission to the next level by providing financial assistance to Black designers and fashion programs at historically Black colleges and universities (HBCUs). Improving educational programming to help advance marginalized talent is a shared value across Nordstrom and ICON360.

"As the Founder and CEO of Harlem's Fashion Row, I know firsthand the barriers in our industry. ICON360 is excited to partner with Nordstrom to provide more pathways for the next generation of Black designers and HBCU fashion students. Together, we can create a more equitable fashion industry that reflects the diversity of our communities and celebrates the unique perspectives and talents of designers of color," said Brandice Daniel, founder and CEO of Harlem's Fashion Row and ICON360.

[Nordstrom](#) has partnered with HFR for several years, joining the agency for key events including their annual Fashion Show and Style Awards, Designer Tech Summit and Black History Month Fashion Summit. Nordstrom understands that industry change often starts with investing in the talent pipeline and pathways for growth, particularly at HBCUs. That's why it's partnered with HBCUs for years and is committed to investing in Black talent. Last year, Nordstrom [launched a product management](#) coursework and mentorship program at Morehouse College, participated in [HBCU Battle of the Brains](#), and HBCU NYC Football Classic at its Nordstrom NYC store. Nordstrom continues to actively recruit at HBCUs and employs hundreds of HBCU alumni across its corporate and store teams.

Learn more about Nordstrom's goals at [Nordstrom.com/diversity](#) and visit ICON360's [website](#) to donate to its charitable purpose, learn about its initiatives, and subscribe to its mailing list for newsletters and updates.