

NORDSTROM

Sky High Farm Workwear @Nordstrom

April 20, 2023

We're bringing Sky High Farm's mission to create an equitable food system to our customers with collaborations from Sky High Farm Workwear and emerging artists through a limited time pop-up



We're partnering with Sky High Farm Workwear on an immersive installation at Nordstrom NYC available now through May 7. Discover special collaborations with Sky High Farm Workwear from Quil Lemons, Ally Bo, Converse and more along with an exclusive offering of reimagined vintage pieces customized by its team in the Hudson Valley.

Sky High Farm Workwear was founded by artist Dan Colen and Daphne Seybold, formerly of Comme des Garçons and Dover Street Market. The brand supports the work of the NY-based Sky High Farm, a nonprofit working to ensure that everyone has access to the resources they need to sustain themselves, including high-quality, culturally appropriate food while investing in long-term, collaborative pathways to food security and food sovereignty. Since 2011 SHF has donated over 100,000 lbs of veggies and 65,000 lbs of animal protein to food access organizations around NY State. Committed to sustainable farming practices and direct donation of 100% of food produced on the farm, SHF works as a bridge between regenerative farming and food access initiatives.



Sky High Farm Workwear is a mission-driven brand that shares its values, striving to set a new standard for responsible and ethical goods and services, and promoting community-based advocacy. This partnership also speaks to our on-going mission to identify and grow with emerging brands, continually providing our customers with newness and a sense of discovery.

"I truly admire Dan and Daphne's vision and creativity in building a brand that supports a strong purpose. I have had the opportunity to spend time at Sky High Farm, seeing firsthand the important work that they do to support food access is inspiring. More than ever before, we know that people want to support brands that share their values, own their environmental and social impact and have a meaningful story to tell. I am excited to share the world of Sky High Farm Universe with our Nordstrom customers," says Olivia Kim, Senior Vice President of Creative Merchandising at Nordstrom.

"Sky High Farm Workwear was conceived as a philanthropic model for a brand with the goal of harnessing the power of popular culture and commerce to greater ends - the fight for food access and sovereignty. To materialize and sustain this vision we are dependent on the support of our mission-aligned retail partners: Nordstrom, Olivia Kim and her team exemplify the most holistic kind of commitment to what we are building. We are grateful for the opportunity to share our brand and the work of nonprofit Sky High Farm with their customers and community," says Daphne Seybold, Co-CEO and CMO Sky High Farm Universe.