NORDSTROM

Celebrating Hispanic and Latinx Heritage Month with Chef Paola Velez and Local Businesses

September 16, 2024 at 10:00 AM PDT



From September 15 to October 15, we celebrate Hispanic & Latinx Heritage Month—a time to honor the rich histories, vibrant cultures and significant contributions of Hispanic and Latinx communities.

At Nordstrom, we create experiences year-round that allow customers to shop their values, connect with local communities and support Hispanic and Latinx-owned or founded brands. Join us this month and beyond as we remain committed to creating a welcoming environment for all.

Author and Award-Winning Chef Paola Returns to Nordstrom
For a second consecutive year, we're inviting customers to enjoy collaborative dishes with award-winning Chef Paola Velez under her lifestyle brand Dǒekǐ Dǒekǐ, a reflection of her Afro-Dominican heritage. Chef Paola is an activist and author, born in the Bronx, N.Y., and currently based in Washington, DC. She has been recognized for her innovative culinary creations and her commitment to social justice.

> "Everything I do, I do it to honor and preserve my Hispanic heritage," said Chef Paola. "For me, my recipes go beyond me and help others who, like me, are new to the American experience find comfort and establish new traditions to be passed on to generations to come."

By popular demand, from September 1 to October 15, Nordstrom will once again feature Chef Paola's award-winning Pecan-Plantain Sticky Buns at all our restaurants and cafes. Additionally, we are excited to introduce her Miso Sofrito Salmon in our restaurants.

We are also excited to continue our Sunday Dinner series, where customers can enjoy an exclusive 5-course dinner and beverage pairing curated by Chef Paola in collaboration with Nordstrom chefs. Savor innovative dishes and meet Chef Paola herself at three events:

- Sunday, September 22: Shops at Merrick Park
- Sunday, October 6: Houston Galleria
- Sunday, October 27: Tysons Corner

Tickets are available for purchase at nordstromrsvp.com/sundaydinner. Learn more about Chef Paola on her website.



Discover Local Pop-Up Markets in Los Angeles, Miami, and New York This Month and Shop Hispanic/Latinx Brands Year-Round
In response to customer demand, we make it easy for customers to discover and support Hispanic and businesses year-round through our shoppable Hispanic and Latinx product category and easy-to-search tags throughout Nordstrom.com.

Check out the top brands on our radar on our editorial platform, The Thread, and shop products across multiple categories from featured brands like Johanna Ortiz, Tata Harper Skincare, Éliou and more.

As part of our celebrations, we're inviting local Hispanic and Latinx businesses to pop up in-store in Los Angeles, Miami and New York City. Support local businesses and discover something new:

- September 20 – 22: NYC Flagship and Men's Store NYC
- September 27 – 29: Aventura and The Grove

Learn more at Nordstrom.com/diversity.