

NORDSTROM

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

September 15, 2023 at 3:00 PM EDT

In celebration of National Hispanic Heritage Month, join Nordstrom us as we honor and support the vibrant cultures and contributions of Hispanic and Latinx communities alongside our employees, customers and partners.

Author and Award-Winning Chef Paola is Serving Up Pastries, Right Here at Nordstrom

We're inviting customers to enjoy collaborative dishes with award-winning pastry chef and social justice advocate Chef Paola Velez under her lifestyle brand Dōekī Dōekī, a reflection of her Afro-Latina heritage.

"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."



Meet Chef Paola

Growing up between the Bronx and the Dominican Republic, Paola is fluent in cultures of city and island life, spending the school year stateside and relishing in the Caribbean countryside come summer. She's called the D.C. area home for the last half-dozen years.

She was nominated for Rising Star Chef by the James Beard Foundation and earned acclaim as Pastry Chef of the Year from *Esquire* and Best New Chef from *Food & Wine*. Paola is beloved as much locally as nationally, with a win for Pastry Chef of the Year from the Restaurant Association of Metropolitan Washington. Read more about Chef Paola as we catch up her on [The Thread](#).

Try Chef Paola's Creations at Your Local Nordstrom

From September 15 – October 15, Nordstrom will be featuring Chef Paola's award-winning Pecan-Plantain Sticky Buns and a dish she created exclusively for Nordstrom: Pastelitos, a savory treat that billows with sky-high puff pastry filled with roasted nectarines and a punchy sofrito beef filling.

Nordstrom and Chef Paola will also host the debut of Dōekī Dōekī's dining experience with a multi-course dinner at Wolf located in Nordstrom's

NYC flagship on September 28, 2023.



Shop Hispanic/Latinx Brands Year-Round and Discover Local Pop-Up Markets in New York and Los Angeles This Month

This month and throughout the year, Nordstrom continues to feature products from Hispanic and Latinx-owned or founded brands through our shoppable [Hispanic and Latinx](#) hub. Customers can shop products across multiple categories from brands like [ALEXIS](#), [Larroudé](#) and [Clare V.](#)

As part of our celebrations, we're inviting local Hispanic/Latinx businesses to pop up with us in store throughout the month in New York City and Los Angeles at our [NYC Flagship](#) and [Los Cerritos Center](#) locations. We're excited to host local businesses in our stores to build community and better serve our customers by providing continued newness and sense of discovery.

"We value the opportunities for our employees, customers and local businesses to come together and celebrate our vibrant cultures, and we're proud that Nordstrom stores can serve as a platform to engage and support our diverse community," said Colleen Mitchell, head of diversity, equity, inclusion and belonging at Nordstrom.

We're committed to delivering \$500 million in retail sales from brands owned, operated or designed by Black and Hispanic and Latinx individuals by 2025 to help create a more equitable retail and fashion industry.

Learn more at [Nordstrom.com/diversity](https://www.nordstrom.com/diversity).