

NORDSTROM

Nordstrom Expands Customer Selection Through Launch of a Digital Marketplace

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We're constantly looking for new ways to deliver on our purpose of helping customers feel good and look their best. As we do this, we're making exciting investments in the Nordstrom shopping experience — starting this month, we will begin to roll out **a new digital marketplace** on [Nordstrom.com](https://www.nordstrom.com).

Through our marketplace, we'll provide customers with a greater selection of the products, brands and sizes we know they want. This expanded assortment will give our customers even more reasons to shop with us for every occasion, without sacrificing the service and experience they've come to expect from Nordstrom. Our customers will also start to see improvements to the online shopping experience. Through personalized recommendations and thoughtful curation, our marketplace will make it easier for our customers to shop for their favorite brands and discover new ones we think they'll love.

With this new digital offering, our brand partners will be able to showcase the full expression of their brands to Nordstrom customers. Our marketplace will play a role in helping us grow our online product assortment.

We look forward to continuing to improve the shopping experience for our customers — both in our stores and online. In the meantime, we sat down with **Miguel Almeida**, our president of digital and customer experience, to learn more about this next chapter.

Q. What is marketplace?

Nordstrom's digital marketplace represents one way we are expanding our online assortment beyond traditional wholesale partnerships. This unowned inventory model allows us to offer the full expression of our best brands and expands the depth of products and sizes we offer to our customers. Nordstrom.com is our largest flagship store and gives us the opportunity to offer new and existing customers more choices for more occasions. Our goal isn't to be the everything store, but to offer customers more breadth, depth and newness in the categories that they come to us for, from some of the most coveted brands in the market.

Q. Why did Nordstrom launch a marketplace?

We always want to offer customers a sense of discovery when they shop with us — whether that's in one of our stores or on our digital platforms. We know our customers and understand the products they're searching for regularly across our digital platforms — we know what they love, and we know where we can grow our assortment to better meet their needs.

Through marketplace, we aim to:

- Enhance our existing assortment by offering the full expression of our popular brands, including greater size inclusivity.
- Serve customers across a broader set of occasions, offering new and relevant brands we know they will love.
- Accelerate the expansion of our assortment to support our young customers.

Q. What's special about Nordstrom's marketplace?

The trust of our customers and our legacy of service is what we stand for, and it is important that we maintain the same level of service by providing a seamless experience with the launch of our digital marketplace. Customers shopping Nordstrom's marketplace will have the same access to services including loyalty benefits and customer care support as they do on any Nordstrom purchase. From styling and alterations to fast and easy returns, to earning Nordstrom Notes, customers shopping our new marketplace selection can expect the same experience that they already know and love from us.

Q. How are you choosing brand partners?

Our marketplace brand partners are thoughtfully selected by my team in partnership with our merchants as part of our broader merchandising strategy and to ensure that our marketplace experience drives the relevance and inspiration that Nordstrom customers expect from us.

Brands we are offering through our marketplace this year include: AdoreMe, Alala, Ana Luisa, Cynthia Rowley, Derek Lam 10 Crosby, Deux Par Deux, Dia & Co, Dipper, Daily's, DKL, La DoubleJ, Maison de Sabre, Mulberry, Natori, Onia, Tracksmith and many more.

Q. What's next for Nordstrom.com?

We are excited to offer more choices to meet the needs of our customers. As we do this, we are creating a more personalized digital experience that makes it easy for our customers to navigate our growing assortment and discover relevant brands and products. The pre-purchase journey is extremely important to the customer. We are transforming how customers discover and connect with products, brand and content. We have enhanced our search feature for seamless navigation, surfacing relevant product and brand recommendations based on past customer engagement and targeting customers with relevant inspirational trend and styling content. We will continue to build upon this throughout the year by listening to our customers and letting them inform our journey.

Stay tuned for more ways we're enhancing the customer experience both digitally and in-store.