NORDSTROM

## Celebrate Black Business Month 2024 with the Nordstrom #BuyBlack Market and More

August 5, 2024 at 9:45 AM PDT




August marks the beginning of National Black Business Month, established in 2004 as a time to acknowledge, appreciate, and support Black businesses across the U.S.

At Nordstrom, we create experiences year-round that allow customers to shop their values, connect with local communities, and support Black-owned or founded brands, fostering a more inclusive shelf.

From **August 5 - September 2**, we are spotlighting a special curation of local Black businesses and the Black-owned or founded brands we carry in our year-round offering.

**Discover Local Businesses at the Nordstrom #BuyBlack Market**
We are excited to host the #BuyBlack Market for the third consecutive year. Throughout the month, you can look forward to discovering something new at one of these pop-ups nationwide. This special curation spotlights a selection of local Black businesses in 13 Nordstrom locations in key markets including:

**August 9 – 11**
- Downtown Seattle
- Michigan Ave
- The Grove

**August 16 – 18**
- NYC Flagship
- Men's Store NYC
- The Streets at Southpoint

**August 23 – 25**
- The Fashion Centre at Pentagon City
- SouthPark Plaza
- Perimeter Mall
- Phipps Plaza
- Aventura

**August 30 – September 1**
- Houston Galleria
- NorthPark Center

**Shop Black-Owned or Founded Brands In-Store and Online**
In response to customer demand, we make it easy for customers to discover and support Black businesses year-round through our Black-owned or founded brands product hub and easy-to-search tags throughout Nordstrom.com. Explore and shop spotlighted brands like Savage X Fenty, Pattern Beauty, ESENSHEL, The Potion Studio, Ree Projects, HONOR THE GIFT and more.

Additionally, this campaign will extend to 50 Nordstrom Rack locations in Atlanta, Charlotte, Chicago, Dallas, Durham, Houston, Washington DC, Los Angeles, New York, Miami and Seattle, with a special focus on Black-owned or founded beauty and textured haircare products.




**Get Inspired by Stories on The Thread**
To further inspire and engage our customers, we will feature dedicated stories and content on *The Thread*, our fashion, beauty, and lifestyle editorial platform. Here, you can dive into features on Black-owned or founded beauty brands on our radar, and read in-depth conversations with Ree Projects Founder Desiree Kleinen and The Cut Editor-in-Chief Lindsay Peoples.




**Cultivate Community and Conversation**
To kick off the month, we are hosting two special events in New York and Los Angeles, featuring panel discussions with some of our brand partners including Bossy Cosmetics, Harlem Candle Co., Humanrace, Novara Beauty and The Potion Studio and networking cocktail celebrations with influential voices from the community.

Stay tuned throughout August as we showcase our support for Black Business Month. **For more information, visit Nordstrom.com/diversity.**