

IN-STORE

## Nordstrom expands outside US with first Canadian store

September 19, 2014



*Exterior of Nordstrom Chinook Centre store*

---

By STAFF REPORTS

Department store chain Nordstrom opened its first international store in Calgary, Alberta in Canada on Sept. 19.

**Sign up now**

**Luxury Daily**

The 140,000 square-foot store in Chinook Centre houses a new beauty concept and full restaurant, as well as five shoe departments, carrying labels such as Jimmy Choo, Ferragamo and Valentino. This is the first of six Nordstrom stores to open in Canada over the next few years, an important step in expanding the retailer's global presence.

### Grand opening

This new Nordstrom reflects the new design concepts for stores, both inside and outside. Natural light and wood finishes show a more modern image.

A single-surface floor throughout the space will allow for adjustments of departments as needs evolve.

Recognizing that consumers are more independent, the beauty department will allow them to shop by either discovering on their own or having a high level of service interaction.



*Instagram post from Nordstrom*

To highlight this beauty concept, Nordstrom held an event outside from 7:30 a.m. to 9:30 a.m. the morning of the opening. Consumers could get free skincare consultations, see makeup demonstrations and get lessons from the beauty team.

Five hundred employees stood in the entrance to greet customers when the doors opened.



*Nordstrom Chinook Centre opening*

Showing its dedication to its new home, Nordstrom underwrote and hosted a gala the night before the store opening. The \$180,000 raised from ticket sales will benefit the Alberta Children's Hospital Foundation and the United Way of Calgary and Area.

Other U.S. retailers are expanding within the country.

For instance, department store chain Neiman Marcus is planning to open its first Manhattan location in 2018.

Neiman Marcus Group currently manages New York retailer Bergdorf Goodman, but does not have its eponymous department store within city limits. This new addition to Neiman Marcus' retail portfolio will introduce New York consumers to the Dallas-based retailer during a time when many retailers have planned expansions ([see story](#)).

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.