

COMMERCE

Nordstrom pairs with TD Bank for store credit cards

May 26, 2015



Exterior of Nordstrom Puerto Rico store

By STAFF REPORTS

Department store chain Nordstrom has tapped TD Bank Group to oversee the logistical side of its credit card program.

[Sign up now](#)

Luxury Daily

The bank will acquire the department store's existing United States Visa and private label consumer credit card portfolios. The \$2.2 billion in receivable will be sold to TD and the two companies will continue to work together in the future on consumer-facing activities.

Exchanging currency

In a statement, Blake Nordstrom, co-president of Nordstrom, Inc., said, "When we began this process a year ago, our number one goal was to continue to take care of our customers directly. We are pleased to meet this goal through our collaboration with TD, a premiere global financial institution and experienced credit card partner. We found TD to be a strong cultural fit, sharing our customer-focused approach and providing capabilities to help us further enhance the customer experience."

Nordstrom will retain all aspects of consumer-facing activities. It will continue to act upon account servicing functions to uphold the connection between the retail and credit

operations. Also the Nordstrom Reward loyalty program and Nordstrom debit cards will maintain in control of the department store.

TD will be the exclusive issuer in the U.S. and will own Nordstrom Visa and private label consumer credit card accounts.

Since more than 63 percent of retailers list payment security within their top three priorities for 2015, according to a new report by Boston Retail Partners, teaming with a trusted bank will aid in alleviating consumer concern.

While most retailers have been breached at least once, largely publicized data losses within the past year have brought to light the need for further security procedures. Establishing revamped systems can help prevent hackers from accessing client information and help retailers retain consumers' trust ([see story](#)).

© Napean LLC. All rights reserved.

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