

RETAIL

## Nordstrom builds out shop-in-shop Space to give designer fashions visibility

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*Image courtesy of Nordstrom*

By STAFF REPORTS

U.S. department store chain Nordstrom is expanding its Space shop-in-shop concept to three new markets due to its first-year success.

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Space at Nordstrom, first introduced in fall 2015 by vice president of creative projects Olivia Kim, will open at the department store chain's locations in Los Angeles, Nashville and Toronto. The first Space was launched exclusively at Nordstrom's flagship locations and is now being expanded to markets considered to be "shopping destinations."

### Making Space

Space is an in-store boutique found within Nordstrom department stores. The shop-in-shop's concept emphasizes collections from emerging and advanced designers such as Simone Rocha, Vetements, Comme des Garons Collection, Koch, Undercover, Ellery, Colovos, Phelan, Molly Goddard and others.

Nordstrom purposefully placed Space within its designer department where cross-category collections such as apparel, footwear, handbags, accessories, home goods and fragrances are housed.

Across all locations, Space boutiques were designed with artistic elements and pops of color that distinguish the concept store apart from the surrounding retail floor. Space includes pink mannequins and an open, airy framework and is decorated with pieces from artists, furniture makers and artisans.



### *Space at Nordstrom*

On Aug. 24, Space will open at Nordstrom's location at The Mall at Green Hills in Nashville, TN followed by an opening at The Grove in Los Angeles on Aug. 26.

In September, Nordstrom's first location in Toronto will open at Eaton Centre, followed by a second spot at Yorkdale Centre on Oct. 21. Both of Nordstrom's Toronto department stores will include Space in their in-store offerings.

At the Toronto locations, Space will carry an exclusive capsule collection of ready-to-wear pieces and accessories by Canadian designers Brother Vellies, Steven Tai, Wwake and Vejas. The capsule will only be available in-store at Space Toronto locations and in Vancouver at Pacific Centre.



### *Rendering of Nordstrom at Eaton Centre, Toronto*

"These cities are known for their amazing fashion and the people there have such a strong sense of individual style," said Ms. Kim in a brand statement. "We want to make a statement with our stores in these markets and identify them as destinations for fashion, style, art and culture.

"Our customers are really curious and educated about fashion, and part of our goal with Space is to create a platform to introduce our customers to this side of designer fashion – this place where the directional collections or up-and-comers have a place to live and grow," she said.

Space is also found at Nordstrom's Downtown Seattle flagship, Chicago's Michigan Avenue and the San Francisco Centre.

Responding to consumers' changing shopping habits, department store chain Selfridges also opened a fashion concept at its London flagship.

The Designer Studio, opening in two phases, stocks streetwear, high fashion and contemporary brands in the same space, allowing for new conversations between labels to form on the sales floor. Part of Selfridges' \$394 million investment in its future, the studio is designed to enable flexibility within the retail environment, letting the store keep up with and adapt to fashion's fast pace ([see story](#)).