

RETAIL

Nordstrom expands Canadian presence with Toronto opening

September 16, 2016



Rendering of Nordstrom's CF Eaton Centre store

By STAFF REPORTS

Department store chain Nordstrom is continuing its entrance to the Canadian market with a new store at CF Toronto Eaton Centre.

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The fourth of six planned openings across the country through 2017 opened its doors on Sept. 16, allowing consumers to shop the 220,000-square-foot flagship for the first time. Retailers including Nordstrom and Saks Fifth Avenue have recently looked north for new locations, bringing their brand and editorial voice to new markets.

Expansion plans

Nordstrom's store in Eaton Centre is its second international flagship, following its location in Vancouver's Pacific Centre. The Toronto shopping center holds one of two Saks stores in the city, as well as Michael Kors, Luxottica's Sunglass Hut and Swarovski.

Nordstrom's three-level store features its mix of accessible price points and luxury goods. The retailer will exclusively carry Madewell and red carpet favorite Marchesa in the Toronto market.



Nordstrom's Toronto opening

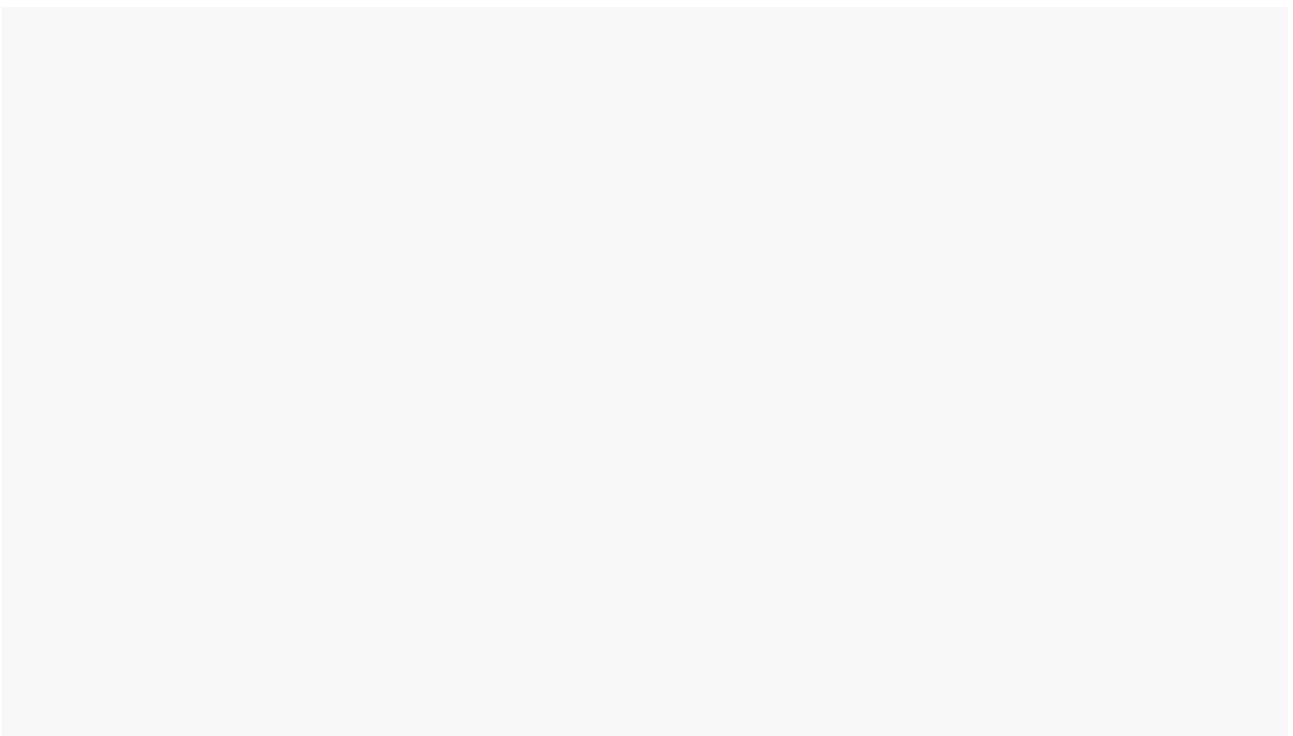
Within the store, consumers can take advantage of a concierge, two-hour delivery service, 24-hour express service, a shoe shine, a JWN private shopping suite and a monogramming and engraving station.

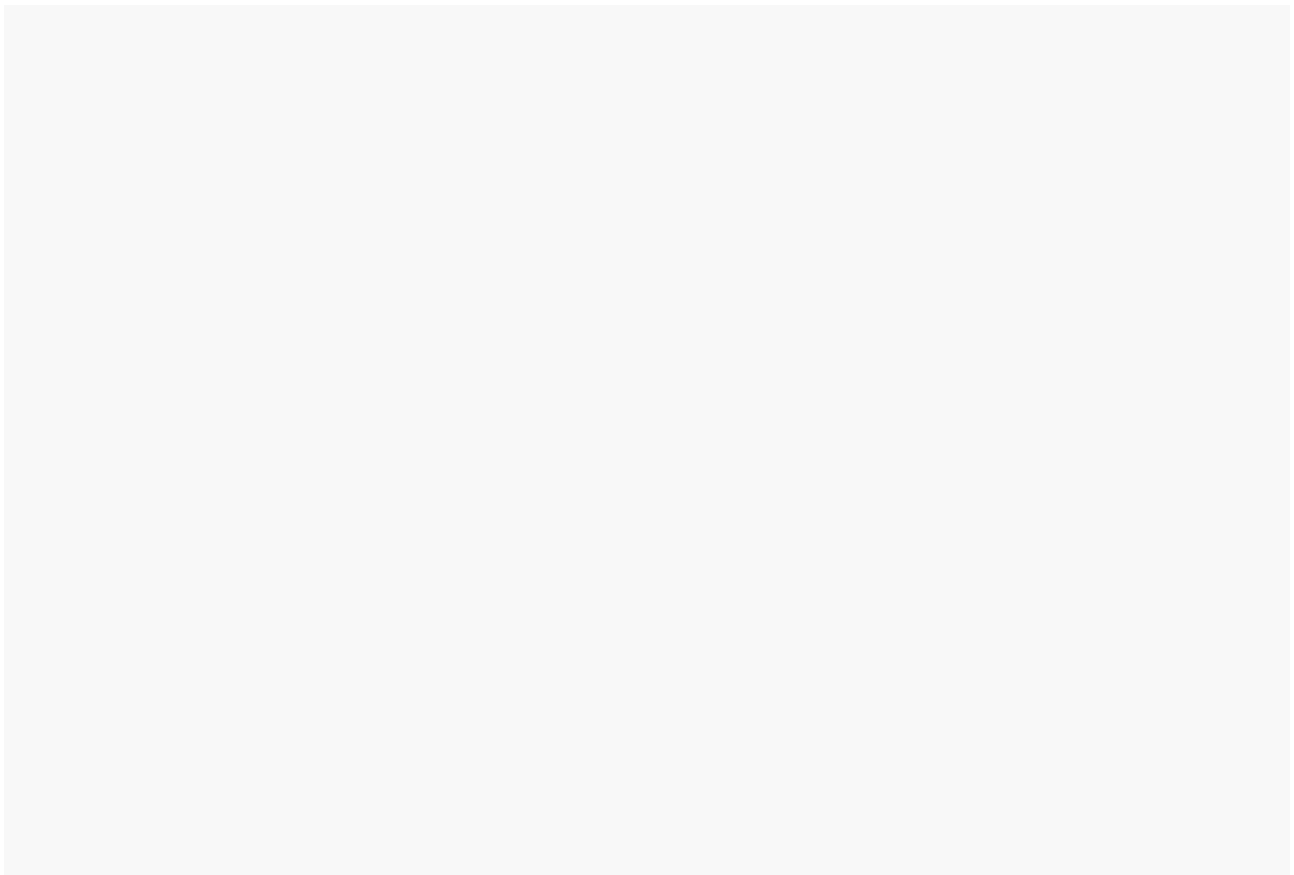
Establishing services for international shoppers, the Eaton Centre location also accepts UnionPay and employs language ambassadors.

To fete the opening, Nordstrom hosted a charity fashion show. The \$270,000 raised in ticket sales is going to local organizations, including Pediatric Oncology Group of Ontario and Covenant House Toronto.

Further integrating itself into its newfound community, Nordstrom hosted two free bootcamps at Sherbourne Common on Sept. 10.

Inside the mall and outside its store, the retailer set up a "compliment mirror," encouraging passersby to snap a photo of themselves and tag it #NordstromTO, spreading word ahead of the opening organically. Starting Aug. 13, the retailer kicked off a two-month tour in a branded JamVan, which offered a GIF photo booth and a tote bag giveaway.





Our compliment mirror is right outside our store! Come check yourself out ? #NordstromTO

A photo posted by Nordstrom Toronto Eaton Centre (@nordstromeaton) on Sep 2, 2016 at 8:32am PDT

The retailer also teased its entry into Toronto by acclimating to its surroundings. Nordstrom's "You First" 360-degree film featured a rooftop photo shoot with model and blogger Shivani Persad that took advantage of the city's skyline.

Nordstrom Toronto: You First / 360 Video

Following its own openings in Toronto, Saks recently unveiled plans to open its third Canadian store in Calgary, Alberta in January 2018.

Marking the retailer's entrance into western Canada, the new two-level store will be located in the CF Chinook Centre, a Cadillac Fairview property where Nordstrom opened its first Canadian store in 2014 ([see story](#)). Canada holds great potential for luxury brands, causing multi-brand retailers based in the United States to plan northward expansion ([see story](#)).

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