

RETAIL

## Herms heads to Nordstrom for first accessory shop-in-shop

October 17, 2016



Still from Herms' *La Fabrique de la Soie* film

By STAFF REPORTS

Department store chain Nordstrom is teaming with French leather goods maker Herms for a shop-in-shop promoting the brand's silks and jewelry.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Nordstrom's downtown Seattle flagship will serve as the host to a temporary pop-up shop Oct. 18 through the end of 2017. The nearly yearlong "Nordstrom Welcome Herms" shop-in-shop will stick to selling Herms accessories including silks for men and women and an edit of its jewelry range.

### Pop-up silks

The collaboration between Nordstrom and Herms marks the first time the brand has partnered on a pop-up shop with a retailer. In the past, Hermes has staged its own monobrand pop-ups, but has steered away from department store-based temporary stores.

Nordstrom Welcome Herms was organized by the department store chain's Olivia Kim, vice president of creative projects. Ms. Kim had reached out to Herms when planning Nordstrom's French Fling-themed pop-in shop, but the brand was hesitant to participate since its retail placement is often preserved for its own storefronts.

Despite Herms' worries that department store placement was not right for its brand, the conversation continued to develop, resulting in Nordstrom Welcome Herms.

The shop-in-shop at Nordstrom's downtown Seattle flagship was designed by Robert Storey of StoreyStudio. Design components include a color palette inspired by Herms silks, cutout walls, mirrored surfaces and a magnetic board where the brand's enamel bracelets will be displayed.



### *Hermès enamel bracelets*

Hermès' pop-up also includes a suspension installation made of silk strands.

On display will be men's and women's silks, a popular category for the retailer, and an edit of its jewelry. Ms. Kim refers to these accessories as "recruitment metiers or product categories," and is confident that the pop-up will attract a new or younger consumer demographic.

As vice president of creative projects, Ms. Kim has worked with brands such as Alexander Wang, Nike, Vetements and Simone Rocha. Hermès is the highest-end brand to work with Ms. Kim on a special pop-up project.

Nordstrom has seen in-store success through its shop-in-shop strategy.

Recently, Nordstrom expanded its Space shop-in-shop concept to three new markets due to its first-year success.

Space at Nordstrom, first introduced in fall 2015 by Ms. 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" ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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