

RETAIL

## Nordstrom gets in festive spirit with customer appreciation campaign

November 1, 2016



Portraits from "Love, Nordstrom" campaign

By STAFF REPORTS

Department store chain Nordstrom is showcasing the relationship it shares with its customers in a thankful holiday effort.

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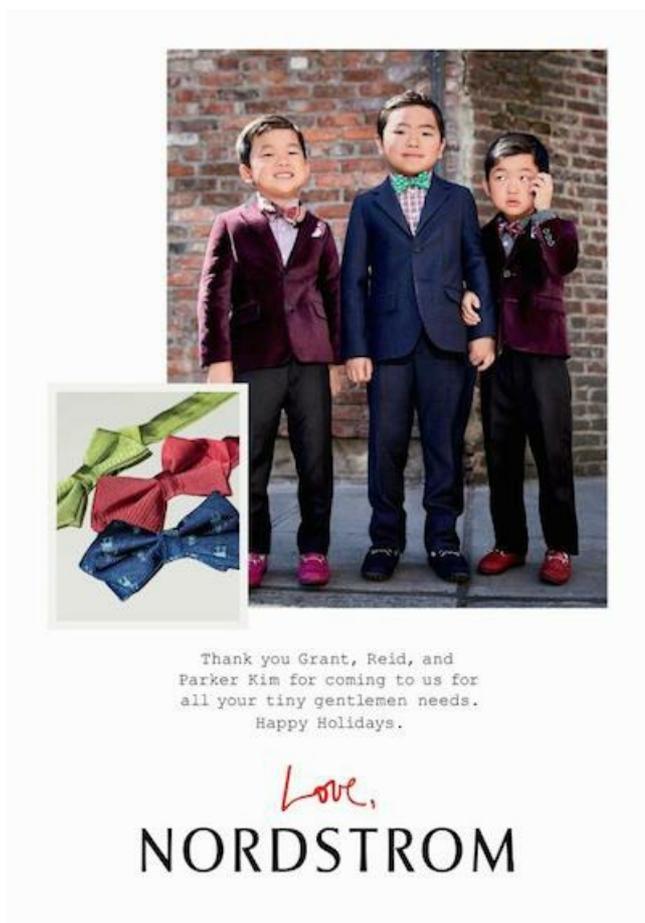
"Love, Nordstrom," launched Nov. 1 in the United States and Canada, turns the lens on more than 30 of its real customers, celebrating their personal style. As an increasing percentage of shopping moves online, pausing to celebrate the bond between store employee and customer may help to maintain the personal element of retail.

### Love letters

The retailer worked with agency Partners & Spade on the campaign. In Los Angeles, Nashville, TN and Seattle, Nordstrom photographed a total 30 consumers.

"This holiday, we want to remember and thank the people who are most special to us at Nordstrom our customers," said Nordstrom vice president of creative projects Olivia Kim. "We reached out to our employees and asked them to share some of their favorite customer stories.

"We met with as many people as we could, asked them to bring along some of the things that make up their signature style and took photos of them," she said. "It was so fun to connect with our customers who make us who we are. The result was our Love, Nordstrom campaign."



### *Love, Nordstrom campaign*

The individuals featured span generations, whether children whose dapper dressing is likely helped along by a parent or a daughter who brought her mom's 1970s shoe purchase into the 21st century. In the ads, Nordstrom writes individualized notes to each of these faces, telling them what they adore about their style and personalities.

Nordstrom's holiday campaign is running in print, out-of-home and digital. The creative is also being featured in store windows and on coffee sleeves and shopping bags.

Continuing the idea of thanks, a short film running on Nordstrom's Web site and its social channels shows a growing number of employees singing "Thank You for Being a Friend."

### *Love, Nordstrom*

From Nov. 18, consumers will be able to shop "Love, Pop-In @ Nordstrom," a selection of gift-ready items curated by Ms. Kim. This will include holiday favorites such as tech accessories, apparel, toys and luggage.

For retailers, spotlighting customers offers an opportunity to give back to the loyal clients who have shown their own support.

Canadian retailer Holt Renfrew highlighted the diverse cast of characters in its network through a fall campaign aimed at fostering a sense of community.

"All Together at Holts" featured 14 of the store's customers and two sales associates from across Canada, who were shown in still imagery and in video talking about their individual sense of style. Going beyond those profiled in the campaign, Holt Renfrew is offering consumers the chance to be a part of the campaign through user-generated submissions, making this a truly democratic marketing effort ([see story](#)).