

RETAIL

## Nordstrom spurs tangible shows of affection with personal love stories

January 20, 2017



*Image from Nordstrom's Love Is a Gift campaign*

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By STAFF REPORTS

Department store chain Nordstrom is exploring the many shapes and forms of love by putting a lens on real relationships.

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The retailer's "Love Is a Gift" series features everything from romantic love to the affection that exists between pet and owner. This collection of films promotes the idea that all loved ones deserve a sign of affection on Valentine's Day, a message that may prompt consumers to expand their shopping list for the holiday.

### Love story

Nordstrom's short films are featured on its ecommerce site and its YouTube channel.

One video features jewelry designer Arpana Rayamajhi and her tattoo artist beau Bruno Levy. The pair talk about their stubborn tendencies, characterized by the frequency of their arguments decreasing from daily to every other day.

At the end of the 30-second film, Nordstrom includes the tagline of the campaign, "Love is a gift. Give freely."

Nordstrom also features best friends Jonathan Dahl and Brian deLaurenti, the minds behind Instagram account @TheGayBeards, which had 260,000 followers as of press time. The pair of visual artists post pictures of their facial hair decorated with objects such as buttons, flowers or glitter.



*Still from Nordstrom's film*

For Nordstrom, the duo is seen sticking hearts into their beards, affixing them to each other as they chat about growing old together.

Linda Rodin, who founded beauty brand Rodin, is filmed with her dog Winky. She talks about how smart and beautiful he is, expressing the love that exists between them for them both.

*Love Is a Gift | Linda Rodin & Winky*

Beyond taking a look at the love between other people, Nordstrom has also focused in on its affection for consumers.

The retailer showcased the relationship it shares with its customers in a thankful holiday effort.

"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 ([see story](#)).

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