

RETAIL

Goop leverages Nordstrom's visibility to share lifestyle ethos

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Actress-turned-wellness mogul Gwyneth Paltrow is the founder/CEO of Goop

By JEN KING

Lifestyle brand Goop is bringing its holistic curation to department store chain Nordstrom in a series of pop-up shops across a selection of the retailer's locations.

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The Goop-in@Nordstrom, a play on the department store's pop-up concept, Pop-in@Nordstrom, launched May 12 at eight of Nordstrom's locations. The limited time pop-up marks the first time Goop has had a concurrent retail presence in more than a single market at a time and its first partnership with a major retailer.

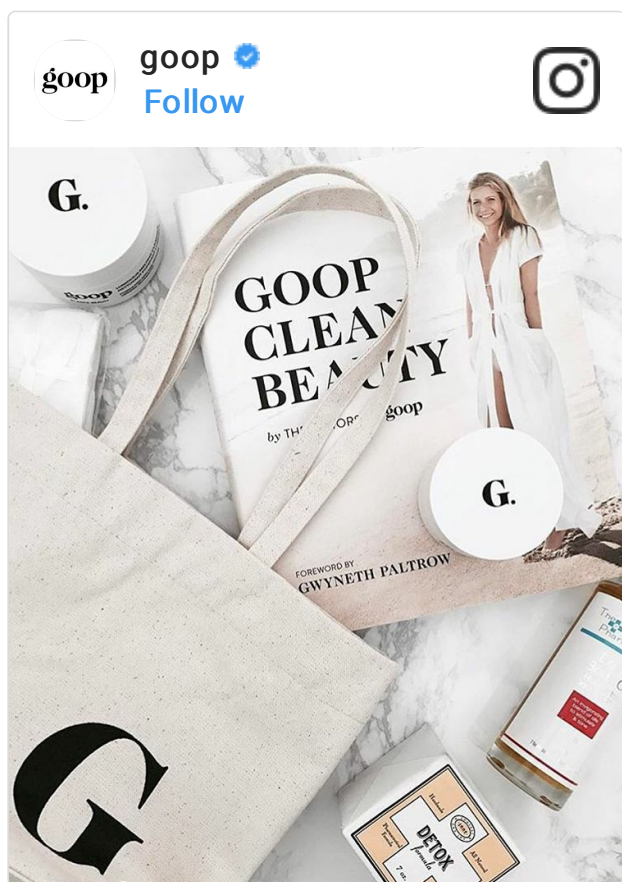
"We love how Goop has created a lively community around everything from zoodles to Zen," Olivia Kim, vice president of creative projects at Nordstrom, Seattle. "[Goop has] a way of conveying wellness concepts so they are not only easy to understand, but also adopt and make a habit into a ritual."

A Goop-in

Founded by Gwyneth Paltrow, Goop began in 2008 as a lifestyle and wellness newsletter and expanded into additional categories soon thereafter. In addition to its editorial content, Goop now offers its own lines of skincare and fragrances, wellness products, apparel and a curated selection of goods backed by the brand and sold on its ecommerce platform.

In addition to its ecommerce platform, Goop has organized a number of pop-up shops to gain visibility and share its wellness approach with a larger audience. The brand hosted its Goop Mrkt in New York, Dallas, Chicago and Los Angeles ([see story](#)).

At the Goop-In@Nordstrom, Goop will feature a mix of wellness-focused products selected by the brand's team. Categories include apparel accessories, beauty and personal care and home.



The eight Goop-In@Nordstrom locations have been designed as an enclosing living space for a shop-in-shop presentation. Furniture for the pop-up was designed by 1stDibs and custom wallcoverings are by Fromental.

Goop hopes that a physical interaction with its brand will create a tangible understanding of its holistic approach to wellness and self care.

The featured products, organized into three categories, further this aim by highlighting what consumers put on and in their bodies as well as how they treat their bodies.

One such product that aligns with Goop's wellness objective is a collection of vitamins created with four leading doctors. The category has been extremely viable for the brand with Goop Wellness sales totaling more than \$100,000 on launch day.

“Our pop-ups have been an incredible opportunity to really connect with our readers and shoppers across the country – this partnership with Nordstrom allows us to provide that experience on a heightened level of scale, touching new markets and shoppers in the progress,” said Ms. Paltrow, founder/CEO of Goop, in a statement.

Goop-In@Nordstrom will run for six weeks from May 12 to June 25 in-stores and online. Pop-ups will be held at Nordstrom’s Downtown Seattle flagship as well as locations in Bellevue, WA, Dallas, Los Angeles, Costa Mesa, CA, Chicago, Vancouver and Toronto.

Well well well

While pop-up shops are common for the Nordstrom, with themes devised by Ms. Kim ranging from South Korean products to Hermes accessories, this is its first wellness-focused retail concept.

The health and wellness concept has taken hold of the high-end retailer sector as of late with a number of department stores launching initiatives.

For example, London department store Harrods is embracing mindful luxury with the opening of The Wellness Clinic.

Harrods’ Wellness Clinic occupies 10,500 square feet on the fourth floor of the famed Knightsbridge retailer and was founded on the principles of integrative beauty that combines aesthetic and holistic treatments designed by medical professionals to promote wellbeing. Mindfulness in luxury is a growing trend that leverages affluent consumers’ interest in self care and experience over material goods ([see story](#)).

“Whether it is through health, fitness or food, or whatever is manageable through your day, integrating self care should be easy,” Nordstrom's Ms. Kim said.

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