

RETAIL

Nordstrom returns to the Tonys with an emphasis on fashion

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Nordstrom sponsors this year's Red Carpet for the Tony Awards; Image credit: Nordstrom

By BRIELLE JAEKEL

Department store chain Nordstrom is turning its social media presence and online content site into a one-stop-shop for all things Tony related in honor of its renewed sponsorship.

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Nordstrom is returning for the third time as the red carpet sponsor for the Tony Awards ceremony that celebrates Broadway. The department store is sharing a range of behind-the-scenes content as well as fashion news leading up to and during the televised event.

"The Tony Awards celebrate the very best of theatre in one inspiring night," said Scott Meden, executive vice president and chief marketing officer for **Nordstrom**, Seattle. "Nordstrom has been a long-time supporter of the arts and we're proud to be the official red carpet sponsor of this beloved event for the third year, especially as we lead up to our Manhattan flagship store opening on Broadway and 57th."

Fashion and events

Actor Kevin Spacey will host the 71st annual Tony Awards, airing on June 11, which celebrates the accomplishments of those working on Broadway.

Nordstrom is coming back again to sponsor the event to support the opening of its new flagship location in New York. Fittingly, the flagship will be located on Broadway and 57 Street ([see story](#)).

The department store is the official sponsor of the red carpet for the night to capitalize on the fashion aspect of the event.

A live stream of the red carpet will be available for all fans to view on Nordstrom's Web site, supported by content on its social channels.



Nordstrom promotes its products leading up to the red carpet

Broadway performer Taye Diggs has joined the campaign with short spots to promote the Tonys as well as Nordstrom. The brief vignettes from Nordstrom feature the actor preparing for the red carpet.

For instance, one video, "The Pirate," shows Mr. Diggs standing at a mirror wearing a tuxedo. He shouts at his reflection, "I can't hear you, do you want to win?"

He continues to hype himself up for the event with other phrases, such as muttering, "A pirate laugh: har, har, har" as well as shouting and clapping.

A message from Nordstrom appears at the end saying, "Whoever you want to be, we're here for you. Proud to be the official Red Carpet sponsor of the 71st Annual Tony Awards."

Similar videos showing Mr. Diggs prepping himself follow an identical format. Nordstrom has even shared a Q&A with the actor on its online blog, The Thread.

Taye Diggs video with Nordstrom

The Thread is also sharing other content leading up to the awards ceremony such as how-tos for a viewing party and predictions from style site Who What Wear on what celebrities will be wearing.



Nordstrom shares accessory insight for the Red Carpet from Who What Wear

Nordstrom and the Tony's

Last year, the department store chain ensured it had ample visibility and accessibility at the 70th Tony Awards.

In addition to styling the nominees and presenters, Nordstrom made accessories available online as the performers were seen wearing them. Instantly gratifying viewers will likely cause a spike in sales as consumers seek to emulate their favorite stars ([see more](#)).

The latest Tonys sponsorship follows Nordstrom's expansion of its loyalty rewards credit card program to Canadian shoppers this year with the extension of its Visa rewards card.

Nordstrom's program has been available in the United States for some time, but is finally making its way north of the border to Canada. Canadian customers will soon be able to earn rewards points for every purchase made on their

Nordstrom rewards credit card and apply those points to future purchases ([see more](#)).

"We are thrilled that Nordstrom will once again bring glamour to the red carpet, while we celebrate the extraordinary performances and talent that we have on Broadway," said Charlotte St. Martin, president of The Broadway League and Heather Hitchens, president of the American Theatre Wing. "Their commitment to our community and to arts education make them the perfect partner for us.

"Together we have been able to continually elevate the red carpet experience and content for our nominees, guests, media and fans," they said.

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