

RETAIL

Nordstrom looks beyond models for community-focused campaign

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Image from Nordstrom's fall 2017 campaign featuring Hailey Gates. Image courtesy of Nordstrom

By STAFF REPORTS

Department store chain Nordstrom's fall brand campaign is putting a spotlight on a diverse cast of influential individuals, ranging from artists to activists.

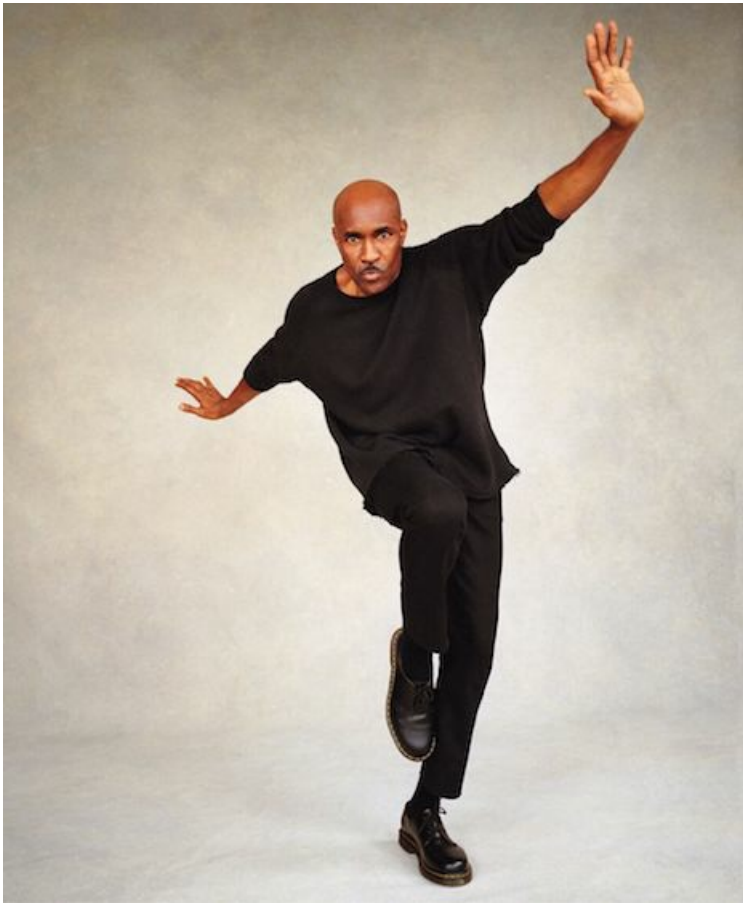
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The retailer's vice president of special projects Olivia Kim tapped husband and wife duo Max Farago and Clara Cullen to capture models alongside real people in photography and video. Bringing an element of relatability to the high-fashion campaign concept, Nordstrom chose to dress models and real people in fall fashions in a way that more closely mirrors reality than the typically avant-garde editorial styling.

Personality profiles

Among the cast featured in Nordstrom's campaign are art curator Angela Goding and painter, sculptor and model Jane Moseley. Marc Hundley, an artist whose chosen medium is text, appears with his twin brother and fellow artist Ian Hundley, who creates quilts.

Dancers Camryn Taylor, Lourdes Taylor, Nia Parker and Nia Lyons from the Chicago Multi-Cultural Dance Center were photographed with Homer Hans Bryant, the founder and artistic director of the center. Mr. Bryant also created The Hiplet, a dance troupe that includes the quartet photographed which fuses classical ballet with hip-hop movement.



Homer Hans Bryant for Nordstrom's fall campaign. Image courtesy of Nordstrom

Nordstrom also features Tom di Maria, director of the Creative Growth Art Center, which gives support and space to adult artists with physical, developmental or mental disabilities. He appears with Elizabeth Rangel and William Scott, two artists who are part of the center.

Nordstrom delved into these individuals' personalities and ticks with short interviews, featured on a campaign page of its Web site.

Actress and television journalist Hailey Gates talks about her affection for cooking, while model and activist Ebonee Davis shares her thoughts about fall. Model Hayett McCarthy spills about her weirdest job.

The models also appear in a fashion film, which puts the focus on new season wardrobing. Among the designers featured in the campaign are Alexander Wang, J.W. Anderson and Vejas, the label run by Vejas Kruszewski and Saam Emme, who also appear in the effort.

Fall 2017 Designer Collections / Nordstrom

"People are the foundation of Nordstrom," Ms. Kim said in a statement. "Our customers and employees are at the center of everything we do. They are our friends and our friends-of-friends, and this season we wanted to convey a sense of community and celebrate real people who are doing great and extraordinary things, who inspire us in our everyday lives.

"We see the brand campaigns as our opportunity to tell our most fashion-forward story, yet this season we put the focus back on the people," she said. "We cast people we find inspiring, who have something to say and use their voice for positive impact and influence whether through art, education, journalism or mixed media. Most of all, we wanted to celebrate them and their immense talents."

The campaign, which broke in the U.S. on Aug. 7 and will run in Canada from Sept. 4, will encompass print, digital, social, out of home and video.

This is Ms. Kim's fifth brand campaign for Nordstrom, following efforts such as spring 2016's "See Anew" and the "Love, Nordstrom" holiday advertising that turned the camera on Nordstrom shoppers (see story). Prior to these efforts, Nordstrom had not had a brand campaign for 15 years.

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