

RETAIL

Nordstrom bridges mobile, bricks-and-mortar through try-on service

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Nordstrom's service combines the benefits of mobile and physical retail. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is creating a link between digital browsing and the in-store shopping experience with the expansion of an omnichannel service.

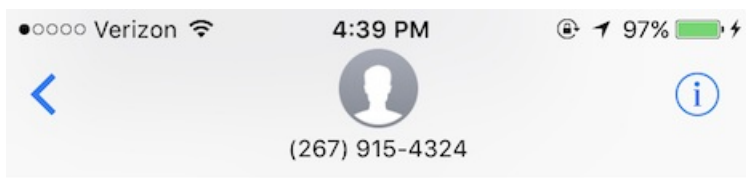
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Starting last fall, the retailer piloted a Reserve Online & Try In-store feature for six of its locations in its home state of Washington, allowing consumers to reserve items they see on its ecommerce platform in a dressing room at a nearby store. This service, which brings the convenience and speed of online shopping to the tactile bricks-and-mortar environment, is now being extended to about 40 stores across the United States.

Try before you buy

Nordstrom's reserve-and-try service is available to shoppers through its mobile application. When consumers see something they like, they can select the option on the product page.

Once the item has been found at a participating store, Nordstrom will text the user that their merchandise is ready to try on. Providing further notification, when the consumer arrives at the store, Nordstrom will tell them via text which dressing room has their reserved selections.



1 item is ready to try at Nordstrom Downtown Seattle at Order Pickup, down on the Metro level near the Sixth Avenue entrance. Check the status at <https://shop.nordstrom.com/reserve> anytime.

Hello from Nordstrom. Looks like you're nearby, and your item is ready to try! Head to Order Pickup, down on the Metro level near the Sixth Avenue entrance, look for your name and get started.



Screenshot of Nordstrom's notifications for its try-on service. Image courtesy of Nordstrom

Showing consumer interest in this type of service, Nordstrom found during its pilot that of those consumers who took advantage of the feature, 80 percent used it again.

"We're thrilled to expand our Reserve Online & Try In Store service to provide a better experience for customers shopping with Nordstrom whether that's online, in-store or a combination of both," said Shea Jensen, senior vice president of customer experience at Nordstrom, in a statement. "Many of our customers like to feel and try on clothes and shoes before they purchase them and we're excited to offer them a more convenient way to do so."

Among the 40 locations included in this expansion are South Coast Plaza in Costa Mesa, CA; Michigan Avenue in Chicago; Houston Galleria in Houston, TX and Short Hills Mall in Short Hills, NJ.

Nordstrom has plans to further roll out this feature to more locations in the coming year.

Italian menswear house Ermenegildo Zegna also connected the dots between ecommerce browsing and in-store purchases with a similar service.

The label is now giving consumers the option to reserve pieces that catch their eye online at a store near them, easing the dressing room experience. While luxury shoppers are becoming increasingly comfortable converting online, this feature will allow consumers to easily try before they buy, leading to expedited bricks-and-mortar trips and more confident purchases ([see story](#)).

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