

RETAIL

## Nordstrom's new concept store focuses entirely on services, consumer intent

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*The new concept store is a hub for Nordstrom's personal styling and tailoring services. Image credit: Nordstrom*

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By DANNY PARISI

U.S. retailer Nordstrom is opening a new take on the department store model by focusing more on services and less on products.

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Dubbed Nordstrom Local, the store will not have a dedicated inventory of products, and instead will focus on personal services such as manicures, tailoring and personal styling. The smaller, more bespoke experience is meant to be a more exclusive version of the traditional Nordstrom shopping procedure.

### Local attention

Nordstrom is one of the leading high-end department stores, but the retailer has always placed an emphasis on the unique services offered in its locations that elevates it beyond a simple shopping experience.

Now, Nordstrom is opening a brand new store in West Hollywood, CA called Nordstrom Local that focuses entirely on these boutique experiences.

At only 3,000 square feet, the store is much smaller than a typical Nordstrom location and that is because Nordstrom Local has no dedicated inventory.

Instead, the location serves as a hub for Nordstrom's various services ranging from manicures to personal styling to tailoring and alterations.



*Customers meet with personal stylists who bring in clothes for individual consumers' needs. Image credit: Nordstrom*

Customers who want to shop will be able to work with personal stylists, who will bring in all the necessary products on a per-customer basis, giving them exactly what they need when they request it.

Additionally, customers can order products online and pick them up from Nordstrom Local that same day.

The interior of the store is set up much more as a lounge or boutique rather than a traditional retail store. Customers will be able to enjoy a beer or glass of wine in a central meeting place while waiting for appointments with their personal stylists.

Nordstrom Local will also make strong use of digital tools, including a new "style board" feature, which are essentially inspiration boards with images of outfits and products organized around a central theme created by Nordstrom stylists and can be browsed by customers through their mobile device.

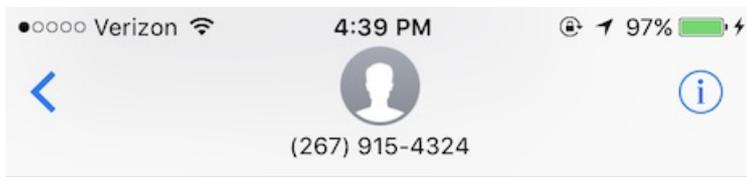
#### Service center

Nordstrom Local is representative of a larger shift in the retail, especially at high-end retailers, toward a more personalized and service-oriented experience.

The core of this shift lies in the adoption of omnichannel technologies.

While digital is a vital aspect of retail, in-store associates are not useless and are proving to be an essential part of the customer experience, according to consumers.

A new report from Astound Commerce shows that 52 percent of consumers think it is vital for store associates to be able to place an order and 46 percent believe they should have access to inventory information. However, online shoppers are having extremely positive experiences as well, with 86 percent claim their customer service interactions were great, and 42 percent saying excellent ([see story](#)).



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.



*An example of Nordstrom's recent omnichannel efforts. Image credit: Nordstrom*

Nordstrom has taken this philosophy to heart, introducing a number of new services that bridge online and offline shopping.

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 ([see story](#)).

Nordstrom Local is the purest distillation of this concept. The retail strategy is shaping up to be a store that not only takes customer's individual intentions into accounts, but is entirely molded around what they desire when they walk into the store.