

RETAIL

Nordstrom puts lens on love for holiday effort

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Portraits from "Love, Nordstrom" campaign. Image courtesy of Nordstrom

By STAFF REPORTS

For the second year, department store chain Nordstrom's holiday campaign turns the camera on its customers.

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Building on last year's celebration of the relationship between store and shopper ([see story](#)), this season's effort highlights its customers' real relationships, capturing its clients with their friends and families. Lately, Nordstrom has been opting for non-models for its campaigns, leading with real stories rather than imagined scenarios.

"The holidays are about celebrating the relationships and people that are meaningful in our lives," said Scott Meden, chief marketing officer at Nordstrom, in a statement. "For Nordstrom, that special relationship is with our customers.

"With this campaign, we want to celebrate our customers because they make us who we are and we're grateful to be able to share their family stories."

Family focus

Nordstrom's campaign spans digital, print, out of home, social media, in-store displays, window displays, coffee sleeves and shopping bags.

Along with still portraits, a social video shows the customers singing Ray Charles' "Ain't That Love." Shot by film director Danielle Levitt, the "Love, Nordstrom" campaign includes cast members are longtime shoppers.

Choir! Choir! Choir! + Nordstrom Extended / Holiday 2017

FDNY firefighter Sky Shepard began shopping with Nordstrom at its Downtown Seattle flagship as a child, and today frequents the retailer's Nordstrom Rack stores in New York, as do his friends and fellow firefighters. Aside from honoring this lifelong connection, this friend group also helps to promote Nordstrom's upcoming openings in New York.

Roynerah Clewis has similarly been a customer from childhood, and is pictured with her girlfriends.



Thanks, Roymerah, for thinking of us
every time you want to treat yourself—and to your girlfriends,
who remind us that fashion is always good fun.

HAPPY HOLIDAYS FROM OUR FAMILY TO YOURS

love,
NORDSTROM
To read all our customer stories, check out [nordstrom.com/thankyou](https://www.nordstrom.com/thankyou)

Love, Nordstrom ad. Image courtesy of Nordstrom

Collene Lynch, who is a retired employee of the retailer, has shopped with Nordstrom for a half century. She is pictured with her friends, who would go out to buy children's shoes together, solidifying their bond.

Along with promoting gift ideas in categories such as luxury and technology, Nordstrom is also encouraging consumers to choose a gift that gives back, such as items from its Treasure & Bond brand, which donates 2.5 percent from each purchase to youth-focused charities. Through January, the company is donating to YWCA.

Along with products, 1 percent of Nordstrom's gift card sales will be given to charity.

In an attempt to make gifting easier, Nordstrom is also pushing services such as personal shopping, click-and-collect, curbside pickup and e-gifting, in which a giftee is sent a digital present that they can alter before it ships ([see story](#)).

Nordstrom has also added a digital tool for its personal shoppers, allowing them to make shoppable Style Boards of recommendations tailored for a specific customer.

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