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Nordstrom's Q3 net sales up 2pc

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Nordstrom is heading into the holiday season with sales growth. Image credit: Nordstrom

By STAFF REPORTS

While retail group Nordstrom Inc.'s comparable sales were slightly down in the third quarter of fiscal 2017, its net sales grew.

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For the third quarter ended Oct. 28, the company reported net sales of \$3.5 billion, up 2 percent from the same quarter of the previous year. With a focus on the customer and innovation, the group has launched a number of new concepts and services to provide new experiences to its shoppers.

Department store redesign

Nordstrom opened three new full-line stores in the third quarter, which feature its latest models and digital touchpoints. One of these new openings is Nordstrom Local, a 4,000-square-foot space that is more focused on service than showcasing product ([see story](#))



Nordstrom Local store. Image credit: Nordstrom

The retailer has also invested in its digital strategy, which grew its year-to-date Nordstrom.com sales 14 percent.

Nordstrom's 9.9 million active loyalty program members accounted for 51 percent of sales during the quarter. The number of active enrolled customers has grown 39 percent since the same quarter last year.

In addition to innovating the retail experience, Nordstrom is also putting an emphasis on merchandising. The retailer has found that its proprietary labels are outperforming other brands, part of its efforts to provide customers with more items that are not widely distributed.

Nordstrom says it lost about \$20 million due to the hurricanes that hit Puerto Rico, Florida and Texas this past quarter, and it projects that the total loss during the fiscal year from these natural disasters will be \$26 million.

The company has maintained its projected figures for the year, anticipating that its net sales will grow about 4 percent.

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