

RETAIL

Nordstrom takes playful approach for recruitment campaign

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Rendering of Nordstrom's men's store in New York. Image courtesy of Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is heralding the start of the hiring process for its first full-line New York store with a multichannel effort.

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As applications for positions at its men's store open Jan. 3, Nordstrom is getting the word out by wrapping the faade of the building in quirky help wanted advertisements. Finding talent is one of the top challenges for the luxury industry, leading to a number of creative campaigns as brands wish to recruit new hires.

Help wanted

Nordstrom's upcoming opening will be its first standalone men's store. Located on Broadway between 57th Street and 58th Street, the store will sell men's clothing, shoes and accessories.

The retailer is hiring for 250 openings in both sales and support roles. Included are positions in men's apparel, designer, furnishings, shoes and grooming, as well as openings for building services, housekeeping, loss prevention and food service.

Drawing attention to its search for employees, Nordstrom is using the building itself. The store has been wrapped in sayings such as "Desperately Seeking Sock Svengali" and "People People Wanted."

Along with the out of home display, Nordstrom's campaign spans social media and digital placements.

The retailer's New York employees will be eligible for benefits including merchandise discounts, medical coverage, commuter benefits and paid parental leave.

Nordstrom will train its new hires with product knowledge seminars, selling immersion and shadowing at neighboring locations.

Ahead of the men's store's April opening, Nordstrom has named Cailin Caro as the store manager and Chris Wanlass as the vice president of its Manhattan full-line stores.

Ms. Caro began her career with Nordstrom in 2006 as a seasonal salesperson at its Downtown Seattle flagship. She went on to hold a number of store and regional management positions, and she was most recently the store manager of Nordstrom's White Plains full-line store.



Rendering of Nordstrom's New York flagship at the base of Central Park Tower. Image courtesy of Nordstrom

Mr. Wanlass, who will oversee all of Nordstrom's full-line stores in New York, including its flagship store opening in 2019, has been with the company since 1992. He started as a stockperson at Nordstrom Fashion Place in Salt Lake City, Utah, and went on to become a department manager at Nordstrom's Atlanta store in Perimeter Mall.

From there, Mr. Wanlass held roles including assistant buyer and buyer for the company's men's division and store manager of locations such as White Plains, San Francisco and Vancouver, British Columbia.

"This is an exciting and historic time to be a part of Nordstrom as we prepare to open our first full-line store in one of the best retail cities in the world," Ms. Caro said in a statement. "We're building an empowered team of people focused on service and providing customers with an elevated experience that reflects the best of what we have to offer."

Nordstrom is not the only luxury player taking an unexpected approach to recruitment.

British automaker Jaguar Land Rover recently made its first hire via its next-generation recruitment program coding challenge.

In June, the OEM kicked off a campaign alongside virtual band Gorillaz, asking coders and engineers to complete a test to be considered for a job as an electronic or software engineer ([see story](#)). To-date 41,000 people have attempted the challenge, and one has successfully landed a spot on Jaguar Land Rover's team ([see story](#)).

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