

RETAIL

Nordstrom invests in menswear with New York flagship

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Men's Clothing at Nordstrom Men's Store. Image courtesy of Nordstrom.

By STAFF REPORTS

Department store chain Nordstrom is leaning into the growth of the menswear market with a launch of its first ever men's only flagship.

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On April 12, the retailer opened its doors to the new menswear store in New York. The location marks the first ever standalone men's store in Nordstrom's arsenal, at a time where menswear is flourishing.

Men's wear investment

Nordstrom's men's store, located on West 57th Street, is comprised of three stories within 47,000 square feet.

Along with the range of merchandise assortments, the retailer will be offering a series of high-end customer services, much like its traditional stores.

The store features include express returns kiosks, style boards, in-store pickup, online reservations for in-store try ons, three-hour same day delivery, charging stations, shoe shines, tailoring and complimentary personal stylists.

To celebrate the opening, a series of special curated collections will be unveiled, including a shop for Japanese fashion label Comme des Garons featuring local selections. Nordstrom's vice president of creative projects Olivia Kim organized the shop.

Artist Marc Hundley designed the space, with the mindset of manifesting the ethos of the brand as well as New York.

Other brands included in Nordstrom's men's store launch are Calvin Klein, Balenciaga, Valentino and Dior, as well as a Christian Louboutin shop and the Nike Men's Project.



Christian Louboutin shop at Nordstrom men's store. Image courtesy of Nordstrom

The store also featured a wide collection of vintage denim in Levi's Tailor Shop, which offers customized embroidery or hemming.

In another customization push, customers can get their Shinola watches personalized. Also the Samuelson Custom Suit Visualizer can digitally measure for suit size in an efficiently accurate fashion.

There will also be a series of other limited time only product launches for the store with brands such as Cole Haan NYCH.

A new grooming section will see experts come from the coveted shop Murdock London for the launch.

Nordstrom's new store also features a Clubhouse Bar and Coffee Shop to keep its customers spending more time inside.



Comme des Garçons shop at Nordstrom Men's Store. Image courtesy of Nordstrom

With a market size of \$570 billion and annual revenues of \$333.4 billion, the menswear category is expected to grow at a constant rate of 2-3 percent a year, according to a report by Fashionbi.

As size and revenues for the market has increased, so has consumer spending, with menswear seeing an 18 percent jump in purchases over the last five years. While far from a new market segment, menswear has seen a type of resurgence as men of all demographics have begun to embrace style and trends ([see more](#)).