

RETAIL

Nordstrom petitions for more size inclusion

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Nordstrom includes a wider range of sizes; Image credit: Nordstrom.

By STAFF REPORT'S

Department store chain Nordstrom is joining the fight for greater size inclusion in fashion, pressuring brands to do the same.

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Nordstrom is undergoing a series of initiatives to help offer wider ranges of sizes in its stores and online, even including a digital tool that provides a convenient way to find accurate sizing. New signage and marketing tools will help direct shoppers to brands with larger sizes, while custom mannequins are being made for Nordstrom stores to include up to size 12.

Size inclusion

Nordstrom is offering a new tool on its Web site that will direct customers to true sizes, meaning it will find products that more closely match the traditional size instead of what it is labeled as.

The department store's goal is to only offer brands whose sizes range from 00 to 24 within two years.

For now, brands that only offer a limited range of sizes will be left out of its size-inclusion content, including store design and online updates.

The start of the size inclusion program began with a partnership with Good American, reality star Khloe Kardashian's brand that focuses on size inclusion.



Nordstrom's custom mannequins; Image credit: Nordstrom

"We need to show a diverse size range of models in all our materials, and where we can call out extended size ranges, we do," said Tricia Smith, executive vice president of women's apparel at Nordstrom, in a statement. "We want to create visibility to those brands on the Web site and in stores, and this is about trying to make sure our message comes through consistently on all touch points."

"This is a new representation for us, and the more it shows up, the more the customer will have confidence in our brands and in shopping with us."

Nordstrom is becoming more diverse in many of its offerings.

The chain recently leaned into the growth of the menswear market with a launch of its first ever men's only flagship.

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 ([see more](#)).