

RETAIL

Nordstrom adds 2 Local concept stores

July 10, 2018



Nordstrom local offers services such as curbside pickup and buy online, pickup in-store. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is supporting its local strategy to provide more convenience to shoppers with new locations.

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Nordstrom Local is opening two new locations in Brentwood and downtown Los Angeles. The Local concept is a hub that provides neighborhoods with services such as on-site tailoring, curbside pickup, click and collect and returns in a convenient location.

Local services

The Brentwood location in Los Angeles will be fitted around various shops and restaurants for convenience. The 1,200-square-foot store will be situated at 214 26th Street.

Nordstrom Local's 2,200-square-foot downtown location in Los Angeles will be nearby commercial office towers and business-oriented hotels.



Nordstrom Local on Melrose place. Image credit: Nordstrom

"Nordstrom is continuing to invest in its growth strategy with the goal of increasing market share by providing customers with better and more convenient services and access to more products," said Ken Worzel, president of Nordstrom.com and chief digital officer, in a statement. "Through our local market strategy, we're combining the scale of our national infrastructure with our local assets of people, product and place to help reimagine the

shopping experience for our customers."

These new locations will be in addition to the first Nordstrom Local store that opened in October, also in Los Angeles ([see story](#)).

Ahead of its Investor's Day call on July 10, Nordstrom announced that it will be focusing on more customer services like this. It believes it will grow 3 to 4 percent in net sales by the year 2020.

"We're learning a lot from customers through our first Nordstrom Local store on Melrose and we're looking forward to learning even more from the addition of the Brentwood and downtown L.A. locations," said Shea Jensen, senior vice president customer experiences at Nordstrom, in a statement. "We think there are more ways to serve customers on their terms and we are looking forward to introducing Nordstrom Local to customers who live in these neighborhoods."

Nordstrom has been experimenting with a variety of different store concepts to better cater to the modern retail landscape. It 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 story](#)).

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