

RETAIL

Nordstrom hosts back-to-school benefit for students in need

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Nordstrom is giving back during back-to-school. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is helping 25,000 children in need head back to school with more confidence.

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The retailer is working with nonprofit Shoes That Fit and New Balance to give students a pair of new shoes for the school year. This initiative aims to instill self-esteem from the feet up, giving children a better chance at succeeding academically and socially.

"It's remarkable what a pair of new shoes can do for a child and their self-esteem," said Amy Fass, executive director at Shoes That Fit, in a statement. "When a child feels comfortable and confident, they're better prepared to succeed and thrive at school, on the playground and at home.

"We're so happy that Nordstrom and their customers are working with us to make that happen this back to school season," she said.

Giving back

During the back-to-school shopping season, Nordstrom will be selling \$10 giving cards for the initiative at its full-line, Nordstrom Rack and Last Chance stores. These will be located in the children's wear and shoe departments at Nordstrom, and at checkouts at Nordstrom Rack from Aug. 6 to Oct. 1.

Consumers can also donate toward the effort by buying giving cards at Shoes That Fit's Web site.



Nordstrom's Shoes That Fit card. Image credit: Nordstrom

The proceeds from each card will go towards the purchase of a pair of shoes for one child in the local community.

Nordstrom's support of Shoes That Fit dates back to 2010. Over the last eight years, the retailer has helped about 140,000 children in the U.S. get fitted for shoes.

"We're thrilled to continue supporting Shoes That Fit and the life-changing services they provide to children in the communities we serve," said Scott Meden, chief marketing officer at Nordstrom, in a statement.

"You can't overstate the impact a new pair of sneakers can have on the lives of these kids," he said. "They open up a world of new possibilities where kids are more excited and engaged, both in and out of the classroom.

"We're thankful to both our customers and New Balance for helping to make this program possible."

This partnership with Shoes That Fit is part of Nordstrom Cares, which aims to give back to the community.

According to a survey of affluent consumers, department store chain Nordstrom has more emotional intelligence than its competitors.

In the Luxury Institute's annual rankings of brands with the most emotional intelligence, Nordstrom came out on top, beating out other large retailers such as Amazon. Emotional intelligence is a key factor for brands and retailers today, helping them engage with customers and keep them loyal ([see story](#)).