

RETAIL

Nordstrom expands Local concept in Los Angeles

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Nordstrom is opening more Local concept stores. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is bring its service-centric Local retail concept to two more locations.

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Nordstrom Local is opening in Los Angeles' Brentwood and Downtown neighborhoods, with store designs and services catering to local clientele. With these new openings, Nordstrom is bringing its Local store footprint to three.

"Los Angeles is one of our most highly-engaged markets, with roughly four million active customers," said Jamie Nordstrom, president of stores at Nordstrom, in a statement. "Our customers have told us they want to shop where, how and when they choose.

"One of our goals with Nordstrom Local is to help provide them with a seamless and convenient experience, bringing services like in-store pick up of online orders, alterations, personal styling and more right to their neighborhood," he said.

Localized approach

Last October, Nordstrom opened a new take on the department store model by focusing more on services and less on products.

Dubbed Nordstrom Local, the store does not have a dedicated inventory of products, and instead focuses on personal services such as manicures, tailoring and personal styling. The smaller, more bespoke experience is meant to be a more exclusive version of the traditional Nordstrom shopping procedure ([see story](#)).



The new concept store is a hub for Nordstrom's personal styling and tailoring services. Image credit: Nordstrom

After opening the original store on Melrose Avenue in West Hollywood, Nordstrom is now extending the concept in Los Angeles.

The 1,200-square-foot Brentwood location at 214 26th St. will debut on Sept. 28, while the 2,200-square-foot Downtown store at 750 W. 7th St. will open on Oct. 12.

Consumers can visit the Local stores to have personal styling consultations, pick up online purchases in-store or at the curbside, make online returns and get services from Trunk Club.

The stores will also offer gift wrapping in partnership with The Paper Source. Meanwhile, Anthropologie Home is furnishing the stores.

Nordstrom is also teaming with a local business in the area to offer dry cleaning via the stores.

At the Downtown store, consumers can consult a concierge, get barber services from Baxter of California or have their shoes and bags repaired by a cobbler.

"Our customer feedback for our Melrose location, which opened in fall 2017, has been positive," said Shea Jensen, senior vice president of customer experience at Nordstrom, in a statement. "Many of our Nordstrom Local customers typically live within two miles of the store and shop more regularly than other customers.

"We are really excited to introduce two new Nordstrom Local stores to our customers and neighbors in Brentwood and downtown Los Angeles and look forward to seeing how they engage with these two new highly-customized locations," she said.

Within Los Angeles, Nordstrom is launching "Get It Fast," a service that will show shoppers merchandise that is available by the next day. Consumers can then buy via ecommerce and receive free next-day shipping or opt to pick up their purchase at a Nordstrom or Nordstrom Local location.

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