

RETAIL

Nordstrom ramps up its digital wholesale buying process

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Nordstrom ramps up its wholesale offerings before the holiday season. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is working with a new wholesale buying platform, as the holiday season rapidly approaches.

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A new partnership with NuOrder, a B2B wholesale buying platform, will now allow Nordstrom to handle its buying process through a cloud-based process. The company insists that its platform allows for convenient collaboration between the buyer and manufacturer in addition to assortment selection, greater product details and insights and a complete view of planned merchandise to buy for the upcoming season.

"We're excited to partner with NuOrder and leverage their capabilities such as a digital market tool," said Teri Bariquit, executive vice president of merchandise planning, inventory and solutions at Nordstrom, in a statement. "Having a tool with shared visual information allows buyers and brands work much more effectively together."

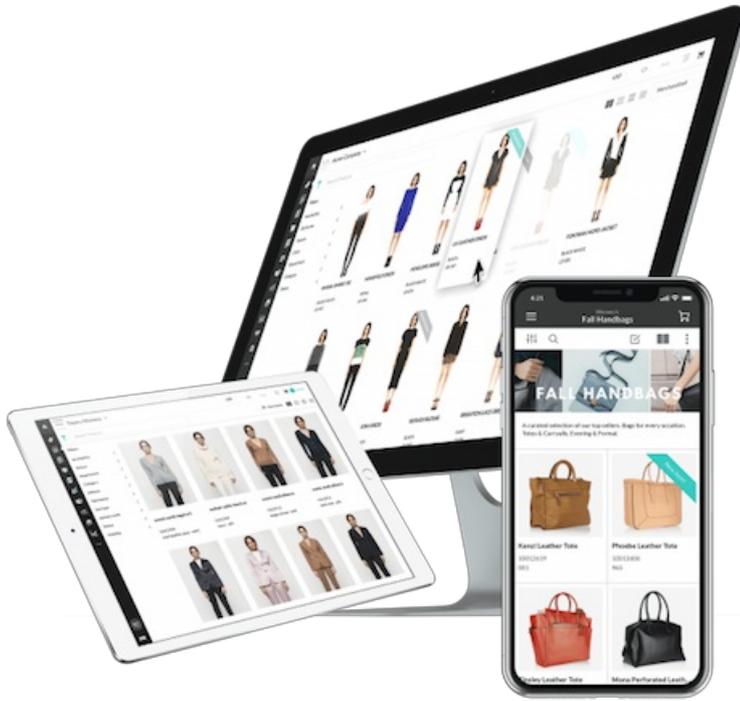
Nordstrom and NuOrder

The platform is made to help reduce manual labor in terms of the buying process, so that Nordstrom team members can focus on picking the right products for their store.

NuOrder's platform intakes product data and puts it into Nordstrom's systems.

It also moves store associates to a digital whiteboard system, which focuses on visuals for brands to seamlessly showcase their products and customize presentations specifically to Nordstrom.

"Introducing NuOrder to our ways of working has made a notable impact on our business, including reinforcing key customer relationships and enabling us to grow our wholesale business," said Ricky Green, global wholesale and licensing director at Ted Baker London, in a statement. "The collaboration between NuOrder and Nordstrom is a game changer for our business and is telling of the strategic impact this partnership could have on the industry as a whole."



NuOrder's online platform. Image credit: NuOrder

Nordstrom has also ramped up its customer service offerings for the upcoming holiday season with an influx of new hires.

The store hosted a company-wide hiring day on Oct. 19 during which all store locations across the United States and Canada participated in hiring new employees for its bricks-and-mortar locations, call centers and distribution and fulfillment centers ([see story](#)).

"Partnering with Nordstrom is a natural fit for us and for the brands on our platform," said Olivia Skuza, cofounder and coCEO of NuOrder, in a statement. "Nordstrom shares similar values to NuOrder.

"Both companies lead with an innovation first mindset, care deeply about our customers and leverage technology to help advance the industry," she said. "It's been incredibly exciting to see the impact we have made in such a short amount of time and we're looking forward to delivering value to the entire Nordstrom brand ecosystem."

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