

RETAIL

Nordstrom rolls out menswear concept shops

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Nordstrom's New Concepts pop-up. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is putting a focus on menswear with the launch of a thematic pop-up series.

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New Concepts will allow consumers to shop a revolving selection from numbered pop-up shops via digital and online. Curated by Sam Lobban, Nordstrom's vice president of men's fashion, New Concepts will cycle through different brand partnerships, allowing the retailer to provide newness to its male clientele.

Survival gear

Nordstrom's first New Concepts store, dubbed Out Cold, is centered on outdoor gear. The edit includes apparel and accessories from 20 performance labels including Mackintosh, New Balance and Golden Bear.

Items are designed to help shoppers in both the city and rural environments tackle weather ranging from snow to rain.

These include Aigle waterproof rubber boots, Snow Peak sleeping bag and camping kitchenware and Kjus skiwear.

Along with offering technical gear, Nordstrom also spotlights functional yet fashionable pieces.



Nordstrom Out Cold featuring Mackintosh. Image credit: Nordstrom

Nordstrom has experimented with a number of alternative retail formats, as it looks to bring consumers the new and different.

For instance, the retailer expanded its Space shop-in-shop concept to three new markets due to its first-year success.

Space at Nordstrom, first introduced in fall 2015 by vice president of creative projects Olivia Kim, opened at the department store chain's locations in Los Angeles, Nashville and Toronto. The first Space was launched exclusively at Nordstrom's flagship locations and has since expanded to markets considered to be "shopping destinations" ([see story](#)).

Nordstrom's ongoing Pop-In series, also by Ms. Kim, centers on one theme that rotates every few weeks. This has celebrated everything from Mexico and travel to art and K beauty ([see story](#)).

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