

RETAIL

## Nordstrom brings Local concept to New York

September 5, 2019



*Nordstrom Local on the Upper East Side. Image courtesy of Nordstrom*

By STAFF REPORTS

Ahead of its New York flagship opening this fall, department store chain Nordstrom is expanding its service-centric Local concept footprint to two Manhattan neighborhoods.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A Nordstrom Local has opened Sept. 5 on the Upper East Side, with a second location slated to open in the West Village on Sept. 27. Along with growing Nordstrom's presence in the key fashion market of New York, these latest openings are the first Nordstrom Local stores outside of Los Angeles.

Neighborhood store

Nordstrom's Local concept originally debuted on Melrose in Los Angeles in fall 2017. Since then, it has expanded to Los Angeles' Brentwood and Downtown neighborhoods ([see story](#)).

The two newest New York locations are also centered on areas where Nordstrom customers tend to live and work.

Nordstrom Local aims to provide services such as order pick-up, returns and alterations. These stores have a smaller footprint than traditional Nordstrom stores, since the emphasis is on service and convenience over showcasing merchandise. The Upper East Side store at 1273 3rd Ave. will be 1,800 square feet, while the West Village Nordstrom Local at 13 7th Ave. will be 2,200 square feet.

"We've learned a lot from our customers since opening our first Nordstrom Local on Melrose in Los Angeles in fall of 2017," said Shea Jensen, senior vice president of customer experience at Nordstrom, in a statement. "Customers who visit a Nordstrom Local spend 2.5 times more and account for 30 percent of online order pick-up in Los Angeles.

"We're excited to introduce Nordstrom Local to our customers in New York City as we serve them in our two newest locations," she said.



*Inside Nordstrom's Upper East Side Local store. Image courtesy of Nordstrom*

In addition to retail-centric services, the stores will offer gift-wrapping from Paper Source and leather goods repair. The Upper East Side location has partnered with Tot Squad to offer stroller cleanings, while the downtown store will host a revolving display of products from Nordstrom's Pop-In concept by Olivia Kim.

Through a partnership with Housing Works, the Nordstrom Local locations will take fashion donations.

These stores will also serve as spaces for events, including ones geared towards families.

Once Nordstrom's flagship store opens on Oct. 24, the retailer will have six locations serving New Yorkers.

"Nordstrom Local is about giving customers more access to brands and styles they love, to try on or take home in a fast and convenient way," said Jamie Nordstrom, president of Nordstrom stores, in a statement. "We hope to make shopping easy by being closer to where our customers live and work.

"Whether it is our Nordstrom Local locations on the Upper East Side and in the West Village, our new flagship opening in October or our Nordstrom Rack locations across the city, we want to bring the added convenience of services such as online order pick-up, fast and easy returns, alterations, styling and more as close to customers as possible," he said.