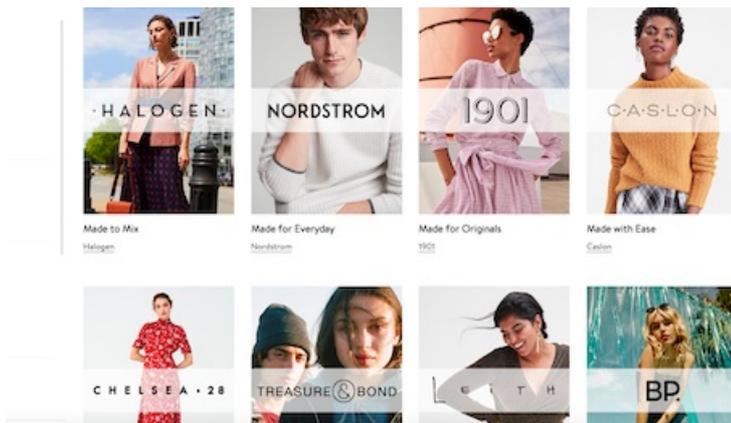


RETAIL

US department store chain Nordstrom debuts 2025 human rights goals ahead of International Women's Day

March 5, 2020



Nordstrom will apply its human rights goals first to its own Nordstrom Made stable of private-label brands. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom has expanded its Nordstrom Made commitment to introduce its 2025 human rights goals as a means to offer its customers a selection of products manufactured in a responsible way.

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The **Nordstrom Made commitment**, coming ahead of International Women's Day on March 8, focuses on driving systemic change for positive labor practices, creating transparency and empowering women working in its global supply chains.

Women comprise nearly 70 percent of Nordstrom's workforce.

Doing right

The 2025 human rights goals will be implemented starting with Nordstrom Made, which is a portfolio of the Seattle-based retailer's own private label brands.

Within the next five years, Nordstrom is committed to:

- Having 100 percent of Nordstrom Made strategic suppliers pay a living wage to their factory workers
- Having 90 percent of Nordstrom Made products produced in factories that invest in women's empowerment
- Being able to trace 90 percent of its Nordstrom Made products back to the factory where they were produced
- Continue to philanthropically invest in organizations that support Women's Empowerment to create trainings and resources within its global supply chain

Nordstrom is already working with factories that produce Nordstrom Made brands to ensure that they are meeting guidelines to create a safe, healthy and fair workplace for the women and men who work there.

In addition to continuing the work with Business for Social Responsibility (BSR) HERProject, Nordstrom will also partner with **CARE International** this year in the global fight against poverty and social injustice by empowering

women and girls.

NORDSTROM HAS teamed up with BSR's HERProject since 2007 to create and support worker empowerment programs in factories globally that has touched tens of thousands of workers.

The trainings are focused on topics such as health, financial literacy and gender equality. These programs have a ripple effect that benefits families and entire communities by offering valuable skills, education and resources.

The human rights goals commitment comes the same week as Nordstrom's decision to absorb its try-at-home Trunk Club fashion retail offering into its full-line stores after the concept could not make a go of it as a standalone service ([see story](#)).

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