

RETAIL

Nordstrom leadership writes letter explaining store closure extension through April 5

March 30, 2020

Materials

All items used are what we have procured locally with direction from our local health care partner. It is important to understand the needs and restrictions of your region. Use these as a guide only.

Fabric

Single Ply Sterilization Wrap (Light Weight)

Thread

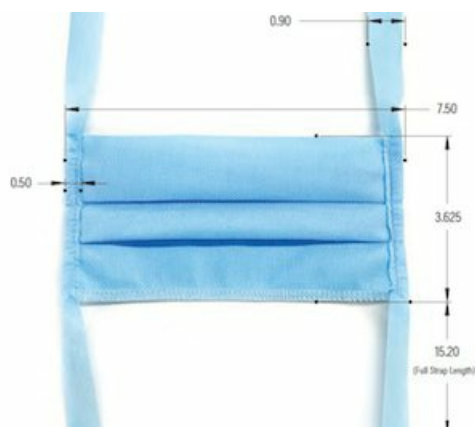
Cotton 40 TEX

Equipment

Serger



Sewing Machine



Nordstrom is making 100,000 masks to help healthcare workers on the frontlines battling the spread of the COVID-19 coronavirus outbreak. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom Inc. has yet again set the tone in communications from its top brass as it explains extending bricks-and-mortar closures for another week.

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The Seattle-based company's CEO Erik Nordstrom and chief brand officer Pete Nordstrom penned yet another joint letter to customers and consumers on its list, updating them on how the retailer is coping with COVID-19 measures that restrict its store operations. The letter stressed the initiatives taken to ensure pay and benefits for employees for the next few days.

"This situation has real impacts for our employees, and we continue to do what we can to best take care of them," the letter said.

Letter and spirit

Nordstrom was one of the first retailers to write directly to its mailing list March 9, outlining the measures it was undertaking to protect customers and employees as the COVID-19 coronavirus' outbreak grew national in character across the United States ([see story](#)).

Apart from **Nordstrom**, luxury department store chains such as Neiman Marcus Group's Neiman Marcus and Bergdorf Goodman, HBC's Saks Fifth Avenue and Saks Off-Price, and Macy's Inc.'s Bloomingdale's have close their physical locations but kept ecommerce going.

However, online retailer Net-A-Porter has had to pull down its online stores for the U.S. and Europe as its warehouse operations and supply of stock from fashion-brand vendors is disrupted.



Nordstrom has teamed up with one of its partners, Kaas Tailored, to have members of its alterations teams help sew masks that will be used and distributed by Providence Health in Seattle. Image credit: Nordstrom

Here is the letter from Pete and Erik Nordstrom:

An update from Nordstrom

We hope you are staying well during this time of uncertainty. As we [shared earlier this month](#), we made the decision to temporarily close all our U.S. and Canada stores, including Nordstrom, Nordstrom Rack, Trunk Club, Jeffrey, Nordstrom Local and Last Chance locations for two weeks to help do our part to slow the spread of COVID-19. We will extend this temporary closure for at least another week, through April 5. It's clear the situation is evolving, and at this time we don't know for certain how long our stores will be closed. We will continue to keep you informed as we have news to share.

Until we can reopen our doors, we're focused on serving you online, whether that's on [Nordstrom.com](#), [Nordstromrack.com](#), [Trunkclub.com](#) or our [apps](#). We are deeply grateful for the dedication and resilience of our [employees who make our ecommerce business possible](#), and we are doing everything we can to keep them safe and healthy.

This situation has real impacts for our employees, and we continue to do what we can to best take care of them. We've continued to provide pay since our stores first closed and will do that for another week, through April 5. Benefits will continue for our store employees through April. We're connecting with each of them to ensure they have the resources they need to support themselves and their families. If you'd like to learn more about our approach, you can read our email to all Nordstrom employees [here](#).

In this time of great need, we're also looking for unique ways to help others in our communities. For example, we're leveraging our Alterations teams in Washington, Oregon, Texas and California to sew more than 100,000 masks that will be distributed to [Providence Health & Services](#). We're also continuing to support our partners providing critical services to those impacted by COVID-19. You can visit our [Nordstrom Now blog](#) to see more on all our efforts and how you can help.

Thank you again for your loyalty and support,

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