

RETAIL

Nordstrom, in ongoing eco push, to eliminate single-use plastic bags at outlet stores

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Nordstrom aims to go green as far as it can in fashion retailing. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

Ahead of Earth Day on April 22, U.S. department store giant Nordstrom has introduced new sustainability goals and initiatives to minimize its environmental impact by 2025.

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A key first step will be the elimination of single-use plastic bags at its Nordstrom Rack outlet store business. Overall, the Seattle-based retailer which has temporarily shut its North American stores over the COVID-19 lockdown has set five new goals to fight climate change, decrease the environmental impact of its products and services, and promote circularity.

"Through this COVID-19 crisis, we've been given a unique opportunity to reimagine our future and rethink what kind of company we want to be for our customers, employees and shareholders," said Pete Nordstrom, president and chief brand officer of Nordstrom, in a statement.

"It's clear that to deliver value to our stakeholders and communities, environmental sustainability needs to be a priority for our company," he said.

Nordstrom is one of the leading department store chains in the United States, competing with Neiman Marcus, Saks Fifth Avenue and Bloomingdale's, as well as pure-play online retailers such as Net-A-Porter, Moda Operandi, Matchesfashion and Farfetch.

The company is doing its bit for COVID-19 relief efforts by producing 1 million masks for healthcare workers in the United States.

Stitch in time

To meet its new **Earth Day objectives**, Nordstrom said it is committed to meeting these goals by 2025:

- Set a science-based target to reduce greenhouse gas emissions

- Reduce single-use plastic by 50 percent
- Use sustainably sourced raw materials in 50 percent of Nordstrom Made products made of polyester, cotton and cellulosic fibers
- Extend the life of 250 tons of clothing
- Ensure that 15 percent of all product is considered sustainable
- Donate \$1 million to support textile recycling innovation

Bag it

Nordstrom will start by phasing out plastic bags from its 245-plus Nordstrom Rack stores in North America.

The company has also granted \$100,000 to [The Nature Conservancy](#) to support the organization's programs to protect the planet.

Also, Nordstrom has joined The Ellen MacArthur Foundation's [Make Fashion Circular](#) initiative and the [Sustainable Packaging Coalition](#). This is part of its commitment to the concept of circularity in fashion and lowering the eco impact of its products and services.

In terms of merchandise, Nordstrom has added beauty products that meet its recently launched [sustainable style](#) criteria to the shopping category, featuring sustainable and responsible products on [Nordstrom.com](#) and the Nordstrom app.

NORDSTROM cemented its eco cred with the announcement last August that it was joining the G7 Fashion Pact, which is a coalition of global luxury retailers working to identify and promote goals to limit fashion's impact on oceans, climate and biodiversity.

"We're proud of the progress we've made to date, but are also the first to admit we've got a long way to go," Mr. Nordstrom said.

"We're pushing ourselves to be a better company and are pleased to share these sustainability goals as part of our first step on this new journey," he said.

We're excited to announce our commitment to making nearly 1 million masks for healthcare workers. Click the link to find out how we will get there: <https://t.co/kkWY2WVUUV>
[pic.twitter.com/ro27rbZz5X](https://t.co/kkWY2WVUUV)

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