

RETAIL

How US department store giant Nordstrom is thinking about reopening

May 5, 2020



Nordstrom chief brand officer Erik Nordstrom (left) and CEO Pete Nordstrom. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

As retailers and brands take ginger steps toward reopening factories and stores worldwide, messaging becomes key to reassure customers, prospects and employees that they are taking proper precautions to ensure their safety.

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

U.S. department store chain Nordstrom has been ahead of the pack in communicating lucidly next steps. The Seattle-based retailer was among the first to communicate publicly its policy on store closures, employee safety and customer focus when a lockdown became inevitable in its Washington home state and other parts of the United States ([see story](#)).

Now, in a message issued May 5, **Nordstrom** outlines its approach to reopening its facilities in the United States, which now has the most COVID-19 coronavirus cases and casualties worldwide.

Here is what a letter from Nordstrom CEO Erik Nordstrom and chief brand officer Pete Nordstrom Nordstrom's usual double-act for public-facing communications during the COVID-19 lockdowns had to say:

How we're thinking about reopening

On behalf of the entire team at Nordstrom, we'd like to take a moment to say thank you again for your loyalty and support. The past several months has been unlike anything we've ever experienced, and we're working hard to evolve so we can continue to show up in a meaningful way for you, our employees and communities. Part of that has meant serving you in new ways, whether that's online or through some of our contactless curbside services like order pickup and returns. We want to continue to bring you the service and convenience you need, even if it may look a little different than it has in the past. As cities and states begin to share plans to reopen, we'd like to share an update on how we're thinking about our stores.

It really can't be said enough your health, and the health of our employees, are our priority. And every decision we make is through that lens. We want to be sure the approach we're taking to reopen our stores is thoughtful, and that we're creating a store environment that's safe for everyone. Our stores won't open all at once. We're going to take a phased approach, only reopening stores when:

- it's allowed by state and local governments;
- we're prepared with the right safety measures and protocols; and
- we have confidence we can ensure the safety and wellbeing of our employees and customers.

When we do reopen, more than anything we want you to feel safe and comfortable when you're shopping with us. We're making updates to our stores and the way we serve you to help keep everyone healthy. Some of those updates include:

- conducting health screenings for our employees;
- providing face coverings for employees and customers;
- taking steps to allow for social distancing of six feet or more, including limiting the number of employees and customers in the store;
- increasing cleaning and sanitization;
- modifying the fitting-room experience;
- continuing to offer contactless curbside services at selected Nordstrom stores;
- pausing or adapting high-touch services and customer events;
- keeping tried-on or returned merchandise off the sales floor for a period of time; and
- altering hours of operation.

You can learn more about our approach to opening, details on how we're making our stores safe, and ways we're supporting our employees and communities through this crisis on [our website](#). We'll also post details about each store reopening on our [store details page](#). Again, thank you for your continued loyalty. We hope to see you again soon, however you choose to shop with us.

Stay well,

Pete and Erik Nordstrom

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.