

APPAREL AND ACCESSORIES

## US department store giant Nordstrom, targeting LGBTQIA market, debuts first gender-inclusive collection

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*Nordstrom's BP. Be Proud 52mm Rimless Heart sunglasses. Image courtesy of Nordstrom*

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By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom is launching its first genderless collection as it celebrates the LGBTQIA community.

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The gender-inclusive collection launches next month as part of the **Nordstrom Made** brand, **BP.**, and under a sub-collection called BP. Be Proud. BP. Be Proud will feature a range of silhouettes designed for people of all gender identities.

"This is the first time we've conceptualized, designed and manufactured a genderless collection and we're excited to continue to evolve the capsule in the future," Seattle-based Nordstrom said in a statement.

"We engaged different members from the LGBTQIA community to provide insight on what they see as missing from the current apparel landscape and worked with them to ensure fit and styling was reflective of what they'd like to see in a gender inclusive collection."



*Caylie Rose Newcom modeling Nordstrom wear. Image courtesy of Nordstrom*

#### Setting store by

This is Nordstrom's first iteration. It will listen to feedback from its customers on what they like and what can be improved for the next collection launch this fall 2020.

Nordstrom will donate 10 percent of sales from the BP. Be Proud collection to [True Colors United](#), a nonprofit organization that helps with services for youth homelessness with a focus on the experiences of LGBTQIA young people.



*Nordstrom's BP. Be Proud Stripe Crop Tank. Image courtesy of Nordstrom*

The retailer works to support communities year-round where it does business via community grants and giving campaigns.

Specifically for Pride, Nordstrom is offering grants to LGBTQIA organizations in Seattle (GenPRIDE), Los Angeles (Trans Wellness Center), Dallas (Coalition for Aging LGBT), Chicago (Center on Halsted) and Vancouver in Canada's British Columbia (Rainbow Refugee).

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