

RETAIL

Nordstrom makes another secondhand push with Goodfair partnership

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Nordstrom and Goodfair announce collaboration. Image courtesy of Nordstrom

By KATIE TAMOLA

U.S. department store chain Nordstrom is collaborating with secondhand clothing platform [Goodfair](#) to launch a monthly vintage clothing shop.

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The first installment of the monthly shop went live on Jan. 28, selling out within hours. The collaboration is the latest way Nordstrom and other retailers are finding innovative ways to implement and maintain sustainability.

"The fact that it sold out shows that there is interest and when this happens during a global health crisis, it shows that there is a need," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "The fact that Nordstrom has already tripled their [Goodfair] order [for next month] shows that they see a great value in this."

Nordstrom makes sustainability moves

For the Nordstrom Goodfair collaboration, new styles will be dropping on the last Thursday of every month.

Each month will offer different one-of-a-kind products priced between \$40 and \$80.

Vintage pieces including T-shirts, brand-name jackets, sweatshirts and more will be available for purchase.



The Goodfair x Nordstrom collaboration features secondhand vintage apparel, such as sweatshirts and jackets. Image courtesy of Goodfair

Through this collaborative effort, Nordstrom is continuing its commitment to offering transparent sustainable options.

In 2019, the department store chain also launched its online shop's [Sustainable Style](#) vertical in response to consumers' requests for more environmentally friendly products.

The landing page for Sustainable Style reads, "Celebrating Earth Day, every day." The department store notes that every product in this category is made with at least 50 percent sustainably sourced materials.

In early 2020, Nordstrom also launched "See You Tomorrow," a flagship and online shop where consumers could purchase repaired and returned merchandise from the department store ([see story](#)).



A brand featured on Nordstrom's Sustainable Style vertical. Image courtesy of Nordstrom

Goodfair will continue to operate its own store which sells bundles of themed secondhand clothing. The Nordstrom Goodfair partnership brings publicity and attention to both companies' commitments to sustainability.

No signs of stopping

The collaboration with Goodfair marks just another example of ways in which Nordstrom is continuing to build a sustainable portfolio, as the retailer has implemented a number of efforts towards a greener fashion and retail sector.

Prior to the pandemic, Nordstrom had expanded its partnership with Rent the Runway for more drop-off locations across its network. The deal had made Nordstrom the latest partner of Rent the Runway to contribute inventory ([see story](#)).

More recently, the retailer has moved to eliminate use of single-use plastic bags at Nordstrom Rack locations ([see story](#)) and introduced a BeautyCycle recycling program for cosmetics packaging ([see story](#)).

Nordstrom also joins other luxury brands and retailers in highlighting the company's priority to sustainability.

Despite a decrease in fashion purchasing during the COVID-19 crisis, consumers are realizing secondhand shopping is a more affordable and sustainable way to find high-quality exclusive items.

According to a recent study by Boston Consulting Group (BCG) sponsored by Vestiaire Collective, the global secondhand market will likely grow 15 to 20 percent over the next five years. The thriving pre-owned market encourages hopes of consumers to own fewer, higher-quality items, to reduce overconsumption and to take better care of what they own ([see story](#)).

"Nordstrom is known for being in the industry a long time, curating a number of brands from those that are large to those that are newer," Ms. Smith said. "To offer vintage in a way that one doesn't have to leave their home or hope to travel to another city to get it and to simply purchase it online is a great form of accessibility.

"In the times that we're all navigating, everyone is finding ways to grow their audience and to find partnerships that allows the combined efforts to increase their visibility and sales," she said. "There is always an interest for items especially when it comes to luxury, vintage and the hard to obtain even when it's secondhand."