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Nordstrom welcomes smart home gym to product offerings

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Tonal is a home gym product that uses AI technology to custom build user workouts. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. retailer Nordstrom is partnering with smart home gym **Tonal** to bring the strength training system to customers nationwide.

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The experience is expected to launch this month in the women's active department in 40 Nordstrom locations across 20 states in the United States. The partnership will be brought to life through a 50 square foot concept where visitors can experience a full Tonal demo and try a workout firsthand.

"We know customers are looking for inspired workouts that elevate their wellness ambitions, and we are excited to offer them a dynamic new digital fitness experience through our partnership with Tonal," said Lori Marten, vice president and divisional merchandise manager at Nordstrom, in a statement. "Our goal is to help customers discover the latest active gear for style, performance and everything in-between, and we look forward to making it easier than ever to discover everything in one place so they can look and feel their best."

Nordstrom x Tonal

With more than 90 percent market share in the category, Tonal is pioneering intelligent fitness as the only product that combines equipment, digital weight and artificial intelligence software.

By using a proprietary digital weight system, Tonal generates up to 200 pounds of resistance and uses adaptive technology that learns from the user. Tonal leverages artificial intelligence to dynamically adjust the weight for each exercise in real-time, providing users with more personalized full-body workouts.



The Tonal activation in Nordstrom. Image credit: Nordstrom

In December 2020, Nordstrom launched a new Active microsite responding to how customers shop for activewear, athleisure and gear throughout the year. The site enables customers to search for Active brands by activity or category, in addition to finding fitness and wellness advice, expert tips and product and performance guides that support their fitness and wellness goals.

The microsite was a key step toward launching the company's Active ambition and growth strategy for the 2021 year.

Tonal retails for \$2,995 and can be financed for as low as \$149 a month, including subscription. Store rollouts will begin this month, including top Nordstrom flagship stores in Seattle, Los Angeles, San Francisco, Chicago and Dallas.

In February, Nordstrom outlined a long-term strategy with a focus on digital as it looks beyond the COVID-19 pandemic. The retailer expects that ecommerce will account for about 50 percent of total sales in the future ([see story](#)).

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