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Nordstrom launches zero-waste pop-up

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Pop-In@Nordstrom x Package Free runs through May 9. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. retailer Nordstrom is helping shoppers go zero-waste with a new, limited-time partnership.

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Through May 9, the department store chain is teaming with sustainable retailer [Package Free](#) to curate a zero-waste shop as part of its newest Pop-In@Nordstrom activation. Nordstrom has been focusing on sustainability through several consumer-facing initiatives.

Going zero waste

Consumers can now shop [Pop-In@Nordstrom x Package Free](#) online and in select Nordstrom stores.

Founded in 2017, Package Free's mission is to "make the world less trashy" by making sustainable, non-toxic and plastic-free products more accessible. The retailer focuses on reducing waste by using minimal and recyclable or compostable packaging, as well as selling reusable alternatives for disposable items, such as washable cotton rounds that can be swapped for cotton balls.

The pop-up which was curated by Olivia Kim, vice president of creative projects at Nordstrom includes bath and beauty products, cleaning supplies, kitchen and home items and more.



Shoppers will be encouraged to buy in bulk and bring their own bags and containers. Image credit: Nordstrom

Featured products include reusable glass coffee cups, beeswax food wraps, lip balms and body scrubs. Prices range from \$6 for an organic cotton handkerchief to \$99 for a zero-waste laundry kit with biodegradable detergent, dryer balls, a stain stick and laundry bag.

Nordstrom has implemented a number of efforts towards a greener fashion and retail sector in recent years.

Last fall, the retailer introduced an in-store BeautyCycle recycling program for cosmetics packaging ([see story](#)). It also launched "See You Tomorrow," a flagship and online shop where consumers could purchase repaired and returned merchandise from the department store ([see story](#)).

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