

RETAIL

Nordstrom elevates in-store experience, global designers with new collaboration

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Nordstrom x Dover Street Market Paris collaboration. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store Nordstrom has partnered with Dover Street Market Paris to highlight emerging designers through curated concept shops.

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The two retailers now feature seven individual brands under the brand development brand of Dover Street Market Paris and their spring/summer 2021 collections in select Nordstrom stores and online. This is the first time Dover Street Market Paris has partnered with a retailer for a shop-in-shop experience.

"We started SPACE five years ago as a platform to support emerging designers, provide continued newness, and inspire a sense of discovery for the Nordstrom customer," said Olivia Kim, vice president of creative projects and home at Nordstrom, in a statement. "We have a long-standing relationship with the Comme des Garçons and Dover Street Market team, and when we heard that they had created a division to support emerging designers, we knew we had to approach them about this concept as it aligns so closely with our mission."

Elevating retail

With a common goal of championing up-and-coming creatives, the partnership combines Nordstrom SPACE's efforts to support diverse brands with Dover Street Market Paris' roster of emerging and independent labels.

The brands at Nordstrom SPACE under the collaboration include Vaquera, Rassvet, Weinsanto, ERL, Liberal Youth Ministry, HFD and Youths in Balaclava. Each brand brings in a variety of products across womenswear, menswear and gender-neutral styles and accessories.

For six weeks, the specially curated edit of the seven brands will live in dedicated SPACE concept shops designed by artist and furniture designer Marc Hundley. In addition to in-store build outs in New York, Los Angeles and Vancouver, Mr. Hundley and the Nordstrom SPACE team have created a physical and digital zine to introduce the collaboration and brands to customers with unique editorial content.



Nordstrom BeautyCycle recycling initiative. Image credit: Nordstrom

Furthering its commitment to social and environmental sustainability, Nordstrom has expanded its BeautyCycle initiative to Canada.

First launched in the United States last year, BeautyCycle allows customers to bring in empty beauty product packaging to any Nordstrom retailer where the company then recycles these products based on their material composition ([see story](#)).

Now, Canadian customers can bring beauty products from any brand to Nordstrom Canada stores to be recycled. Designated BeautyCycle boxes are available in Nordstrom's beauty department where customers may drop their items.

Nordstrom will send the content of these boxes to TerraCycle where they are cleaned and separated into metals, glass and plastics. Those materials are then recycled based on the material composition.

Customers can bring empty cosmetic, haircare, or skincare packaging regardless of brand or purchase location. Through this program, Nordstrom aims to take back 100 tons of hard-to-recycle beauty packaging by 2025.

In March, the retailer launched a limited-time partnership to help shoppers go zero-waste. 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 ([see story](#)).