

RETAIL

## Nordstrom takes minority stake in Topshop in bid for younger shoppers

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*Topshop and Miss Selfridge are owned by U.K.-based Asos. Image credit: Asos*

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom has announced its acquisition of a minority interest in four Asos brands, fostering a mutually beneficial partnership.

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Asos, an online British fashion and cosmetics retailer, owns the Topshop, Topman, Miss Selfridge and HIIT brands, all of which Nordstrom will now be distributing to appeal to younger audiences. Nordstrom will now have the exclusive multi-channel retail rights for Topshop and Topman in all of North America, will own a minority stake globally and will also become the only bricks-and-mortar presence for these brands worldwide.

"We could not have found a better partner in Asos, the world leader in fashion for the 20-something customer, and are thrilled to have the opportunity to work with them to reimagine the wholesale/retail partnership," said Pete Nordstrom, president and chief brand officer of the eponymous chain, in a statement. "Bringing the Asos brands, including Topshop and Topman, to our customers allows us to create newness and excitement for this important dynamic customer segment."

### Nordstrom x Asos

While Asos will retain operational and creative control of the Topshop brands, there will be a shared ownership model ensuring close collaboration between the fashion retailer and department store chain. Nordstrom will also hold exclusive retail rights for Topshop and Topman across North America.

Nordstrom was the first to bring the Topshop brands to the United States, having served as the exclusive distributor of Topshop and Topman in the U.S. since 2012.

With more than 350 physical Nordstrom stores and sites that log almost 2 billion annual visits, the partnership is aiming to garner more attention for the Topshop brands. These brands cater to young people, mostly those in their twenties.



*Nordstrom has been the exclusive distributor of Topshop and Topman in the U.S. since 2012. Image credit: Asos*

As a result of the partnership, customers will also be able to pick up Asos.com orders at Nordstrom and Nordstrom Rack stores starting this fall.

"With its long-established connection to Topshop, extensive U.S. consumer insight and unparalleled reach right across North America, Nordstrom is the right partner to help Asos accelerate the growth of our Topshop and Asos brands in this key market," said Nick Beighton, CEO of Asos, in a statement. "Partnering with Nordstrom will support our U.S. strategy, allowing us to offer that to even more 20-somethings in North America."

Nordstrom made another push to attract younger consumers in February when it announced it was collaborating with secondhand clothing platform [Goodfair](#) to launch a monthly vintage clothing shop ([see story](#)).

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