

RETAIL

Nordstrom opens new home shop in heart of New York

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The offerings focus on three category pillars: kitchen and tabletop, home textiles and home dcor. Image credit: Connie Zhou/Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom is debuting a new home concept at its New York flagship, looking to capitalize on the sector's strong growth.

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Nordstrom Home is a new two-story retail experience at the retailer's Manhattan location, near the corner of Broadway and 57th Street. The store-within-a-store concept will feature an extensive selection of home goods, helping shoppers further curate spaces that reflect their personal tastes.

"We know that the Nordstrom customer comes to us as a trusted source for fashion when it comes to their wardrobes, and Nordstrom Home serves as an extension of that lifestyle offering by bringing an approachable design-driven point of view into their homes," said Olivia Kim, vice president of creative projects at **Nordstrom**, in a statement.

Bringing Nordstrom home

The offerings, which are aiming to appeal to New York residents and tourists alike, focus on three category pillars including kitchen and tabletop, home textiles and home dcor.

Brand featured in the new shop include Boll & Branch, Dyson, Marimekko, Matouk, Estelle Glassware, Otherland and Serax.



The new Nordstrom Home shop in New York. Image credit: Connie Zhou/Nordstrom

Nordstrom Home will aim to serve as an ever-evolving resource for home merchandise, continuously giving consumers the opportunity to follow decor trends while also exploring new brands and experiences.

The concept will be available at Nordstrom stores nationwide and online at [Nordstrom.com/home](https://www.nordstrom.com/home), and will offer a robust selection of online products and services to complement its in-store offerings.

"We wanted to create a style-focused destination for the home by bringing together the best brands out there, we hope that Nordstrom Home will spark a sense of discovery as our customers uncover new brands amongst some of the ones they know and love," Ms. Kim said.

Nordstrom is not the only high-end retailer recently ramping up home offerings.

In August, Net-A-Porter introduced new home furnishing must-haves with additional information on how to style them. The online retailer expanded its existing home offerings, introducing new sub-categories including tableware and designer exclusives ([see story](#)).

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