

FRAGRANCE AND PERSONAL CARE

Nordstrom adds Latinx-founded brands to inclusive beauty lineup

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Nordstrom is adding more Latinx-founded brands to its beauty lineup. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom is expanding its inclusive beauty offerings, introducing four new Latinx-founded brands.

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In celebrating Hispanic Heritage or Latinx Heritage Month, Nordstrom has added products from Costa Brazil, Joaquina Botanica, Nopalera and Vamigas, both online and in stores. The brands will be offered alongside existing Latinx brands, continuing the store's support of brands that provide an assortment of products that serve the needs of all consumers.

"Inclusive beauty continues to be a priority at Nordstrom," said Autumnne West, national beauty director at **Nordstrom**, in a statement.

"We are excited to continue our commitment to the growth of inclusive beauty while generating strong partnerships with brands who support all communities of people," she said.

Growing inclusive beauty

The recently launched haircare and skincare lines are aiming to address the unique beauty concerns of Latinx customers.

Costa Brazil is a beauty line built on the belief that the spirit of beauty is inseparable from the earth's health. Joaquina Botanica is a clean and vibrant skincare line that prioritizes sustainability, featuring formulas with botanicals indigenous to Latin America, the world's most biodiverse region.

Nopalera was created to elevate and celebrate Latin culture and draws inspiration from the nopal cactus, one of the world's most sustainable, nourishing, and versatile plants. Vamigas is a beauty and wellness brand created by Latinas using botanicals from Latin America.



Latinx-founded brands Costa Brazil, Joaquina Botanica, Nopalera and Vamigas are now being offered at Nordstrom. Image credit: Nordstrom

The brands will join other Latinx brands already carried by the retailer, including BeautyBlender Bomba Curls, Spice Beauty and Tata Harper.

In October 2020, Nordstrom launched its "Inclusive Beauty" category, featuring Black-owned brands such as Babytress, Briogeo, Mantl, Epara and Beauty Bakerie. The retailer expanded the category in February 2021, offering products from brands including UOMA, Sienna Naturals and Brown Girl Jane.

Nordstrom plans to continue expanding the Inclusive Beauty category.

"We are honored to announce our latest additions, as they are brands that share our values and represent the customers we serve," Ms. West said. "With this initiative, we are hoping to give our customers a unique and immersive experience where they're discovering new brands."

Several retailers continue to prioritize and highlight inclusivity in its offering and brand ethos.

Last month, LVMH-owned beauty retailer Sephora celebrated the indispensable contributions of Black creators and contributors in the beauty industry in a new short film, "Black Beauty Is Beauty."

The vignette highlights the universal influence of the Black community, which has not received due attention nor credit, despite shaping the beauty industry. "Black Beauty Is Beauty" showcases the tireless work and trends that have permeated throughout the industry, as Sephora works toward providing a prominent space for Black brands ([see story](#)).

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