

RETAIL

Nordstrom joins the luxury world in embracing fall fun with new campaign

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As the vignettes piques consumer interest, shoppers can head over to the fall fashion edit on Nordstrom. Image credit: Nordstrom

By KATIE TAMOLA

U.S. department store Nordstrom is following in the footsteps of several other luxury organizations in welcoming the fall season.

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In a new series of short films highlighting its fall fashion finds, Nordstrom is spotlighting everything from cardigans and denim to workwear and shoes. Although each vignette is immensely short, each packs a punch in efficiently reminding consumers of the several luxury brands Nordstrom has to offer, including Alexander McQueen, Bottega Veneta, Burberry and many more.

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Season change chic

Nordstrom's latest vignette, entitled "Fall Fashion," opens with models walking in season-appropriate attire, honing in on beige color tones, illustrated through seasonal staples including plaid cardigans and brown-heeled mules.

"Fall's here," a text overlay reads. "Say goodbye to summer in style."

From beige to brights, fall holds endless fashionable opportunities

As fall too can be colorful, models in saturated green sweaters, a purple blazer and pants set and other bright offerings emerge.

As the vignette piques consumer interest, shoppers can head over to the fall fashion edit on [Nordstrom.com](https://www.nordstrom.com). There they will find more than 250 new items.

Some pieces available include a floral padded silk button-up blouse from Dolce & Gabbana for \$1,995; a black hourglass wool blazer from Balenciaga retailed at \$3,350; a long sleeve cotton blend bustier dress from Carolina Herrera priced at \$1,590; and a braided trim metallic tweed jacket from Valentino priced at \$6,000, among other pieces.

What is fall without footwear? Nordstrom has affluents covered, spotlighting an Alaa beige pointed-toe pump for \$1,170, Prada Mary Jane pumps in several colorways priced at \$1,320, Saint Laurent velvet slingback sandals for \$845 and more.

Nordstrom is spotlighting its offerings in denim, workwear and more

Regarding accessories, Nordstrom is offering a Saint Laurent Charlie leather crossbody bag for \$1,850; a Saint Laurent vanity case quilted leather crossbody bag for \$1,690; a Balenciaga denim logo shoulder bag for \$1,250; a Burberry tote for \$1,550 and more.

Additional vignettes, including "Denim for Days" and "Back to Business : Men and Women's Workwear," show the wide-ranging reach and versatility of the retailer's fall offerings, proving that whatever the occasion that the new season brings, Nordstrom can provide.

Falling into the season

Nordstrom's recent campaign is just the latest push from luxury brands and retailers in helping consumers delve into the new season.

Italian fashion label Gucci is frolicking into fall with help from brand ambassador and South Korean singer Kai.

In an uplifting and mirthful vignette, the label ushers consumers into a new season of looks to be enjoyed while taking in fall foliage. The ambassador carries a Gucci Ophidia duffel throughout the short film, fostering a theme of adventure and travel that consumers can embrace while also channeling the brand's heritage ([see story](#)).

U.S. retailer Neiman Marcus is pushing the phrase "Live Your Luxury," championing expression in a move that signals a next step in the luxury conglomerate's overall evolution.

The brand's newly-debuted campaign is centered on a tale of complementary opposites unique to a population emerging from a pandemic, as it seeks to help shoppers find luxury in the every day. Neiman Marcus is rolling out a series of advertising assets celebratory in tone and visuals, with descriptors like boldness, eclecticism, radiance and purpose backing the fall 2022 marketing efforts ([see story](#)).

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