

Q&amp;A

# Off the Cuff: A Q&A with Nordstrom's Catherine Bloom

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*Catherine Bloom is Nordstrom's first director of luxury styling*

By AMIRAH KEATON

"Off the Cuff" is a Q&A series from Luxury Daily exploring the career paths, current projects and next steps of those shaping the world's best luxury brands.

The interviews feature a Proust-style twist, allowing readers to get to know industry leaders on a personal level. This edition features Catherine Bloom, U.S. department store chain **Nordstrom**'s first director of luxury styling.

In this Q&A, Ms. Bloom discusses the evolving nature of fashion, the importance of a solid morning routine and the beauty of simple luxuries. Here is the dialogue:

**What was your first job ever? What did it teach you?**

I've always loved fashion. When I was twelve, I asked my grandmother if I could style her.

She told me that if I was going to do that, I needed to make it a business. Somehow, I had the audacity to charge her \$25 an hour.

I put together her clothes and did whatever I thought a stylist did at the time. What I learned was foundational: you have to truly listen to your client.

You need to see what they see when they look in the mirror and hear them clearly. Those lessons have stayed with me throughout my career.

**Which skills have been critical to your success? Did you gain these skills within or outside of the workplace?**

Patience, listening, and attention to detail along with the ability to figure things out no matter what. All of these skills were developed in the workplace.

**What is the best piece of advice you've ever received?**

When I was an intern, the owner of the boutique I worked at told me to never let a client look in the mirror before you've fully styled and finished their look. That way, they're thrilled by what they see when they finally do.

That advice has been invaluable throughout my career and in teaching others. It's a lesson I've shared often because it shaped the way I work.

**How has your field changed since you started out in luxury, and what do you think your industry will look like in a decade?**

The beauty of fashion is that it's always evolving. Who knows exactly what it will look like in a decade, but one thing fashion has taught me is the importance of being comfortable with change and knowing how to pivot when necessary.

**What recent projects have ignited your passion for working in luxury?**

My passion has never needed reig niting. I have a genuine obsession with beauty, luxury and fashion.

From a perfectly set table to a finished look, I'm driven by making every moment as beautiful as it can be.

**Who, in any industry or sphere, would you most like to share a long lunch with and where would you take them?**

I never seem to have time for lunch, but I would love to have dinner with Emma Grede at Caviar Kaspia in Paris. I have tremendous respect for her and would love the opportunity to spend a few hours together.

**How do you get into the right mindset before a big meeting or presentation?**

I wake up early. I try to work out, spend some quiet time alone and get ready for the day ahead.

I don't like to rush, so I'd always rather give myself extra time and feel prepared. I love the quiet and stillness of the morning it sets the tone for a good day.

**On your days off, what can you be found doing to relax or have some fun?**

Hiking, or taking a truly relaxed day and getting lost in a great series, like *Landman* or *The Morning Show*.

**What does luxury mean to you?**

Luxury is a hot bath. It's a wonderful cup of tea. It's a flight to a new, exotic place or a deep laugh with close friends.

Luxury is also slipping into a beautiful piece of clothing. All of these moments create the same feeling: warmth, confidence and calm.

**Whether a product or service/experience, what is your favorite luxury indulgence?**

An incredible facial or a truly great massage, paired with the perfect playlist. There's nothing better.

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