

MULTICHANNEL

## Nordstrom leverages menswear via multichannel GQ partnership

June 21, 2012



By TRICIA CARR

High-end retail chain Nordstrom is partnering with Condé Nast's GQ to promote a selection of men's items curated by the magazine's editors while encouraging ecommerce transactions via print and digital efforts.

[Sign up now](#)

[Luxury Daily](#)

For the next six months, Nordstrom and GQ will offer a group of men's items called GQ Selects that are available for purchase on a special section of the retailer's ecommerce site. The magazine is featuring the items in-book beginning with the July issue and online, while Nordstrom is raising awareness for the partnership via in-store events and email.

"From Nordstrom's perspective, this partnership will position it as the preferred provider of the products curated by GQ," said Karen Kreamer, president of [K2 Brand Consulting](#), Overland Park, KS. "Nordstrom will be able to share the spotlight with GQ as the leading authority in men's fashion and style.

"I think this partnership will be very successful," she said. "We all read magazines and want an easier way to shop the pages.

"This partnership will provide the accessibility and a unique experience that will be appreciated by both GQ readers and Nordstrom customers."

Nordstrom and GQ declined comment.

## Male marketing

This partnership was designed to integrate GQ editorial into the Nordstrom online shopping experience, per both brands.

Nordstrom and GQ began to promote the GQ Selects items in the July issue of GQ magazine, although much of the promotion is digital including email and social media.

The retailer sent an email June 19 to raise awareness for the partnership titled “GQ Selects: Shop this month's issue right here at Nordstrom.”

The email showed a man in five different looks. It linked to the GQ Selects shopping section of [Nordstrom.com](http://Nordstrom.com).



## *GQ Selects email*

To make the digital experience seamless for users, both brands are using the image from the email in all marketing efforts.

Consumers can also reach the GQ Selects guide on Nordstrom.com through the men's section of the site. The clickable campaign image is shown on the opening page of the men's section.



*Men's section of Nordstrom.com*

Nordstrom will host in-store events based on the GQ Selects campaign, per the retailer. Meanwhile, GQ is promoting the partnership with Nordstrom with editorial in the July issue as well as a heavy online push.



*GQ.com*

For example, GQ Selects is the topic of an opening slide on GQ.com, which links to a 12-item guide within the Web site presented as an image slideshow with text.

Style

## GQ Selects: July

Each month, the editors of GQ will select a series of items from our pages and make them available through our online retailer, [Nordstrom](#). Here's what you'll find from our July issue

BY JIM MOORE

June 19, 2012

▶ PLAY

◀ PREVIOUS 2 / 13 NEXT ▶



### 3. BOSS Black 'Rainbowfish' Stripe Swim Shorts

Most people look to Hugo Boss for work wear staples, from perfect business suits to shirts and ties, but what a lot of them don't know is that the brand is a great resource for sportswear with a great European sensibility. This bathing suit is a great hybrid of a swim trunk and an athletic short, cut a little slimmer and sexier than American versions. The sporty, contrasting side stripe detail has the same spirit as a racing stripe on a muscle car and the graphic touch flatters every guy by making him look like he has smaller hips.

[Available at nordstrom.com](#)

*GQ Selects shopping guide on GQ.com*

Users must click a hyperlink in the text above the GQ online content to reach the entire GQ Selects guide on Nordstrom.com, or they can click the link to buy next to each item in a slideshow.

The magazine is also linking to its shopping guide via Facebook.

## GQ SELECTS



Calvin Klein 'U9001' Cotton Crewneck T-Shirt (3-Pack)  
\$37.50



J Brand 'Trooper' Slim Lightweight Cargo Pants  
\$231.00



BOSS Black 'Rainbowfish' Stripe Swim Shorts  
\$79.00



Havaianas 'Top' Flip Flop  
\$18.00



Todd Snyder Classic Henley  
\$125.00



DIESEL 'Demon' Slim Tapered Leg Jeans (074W Wash)  
\$180.00



Alternative Double Ringer Tank Top  
\$28.00



Persol Retro Keyhole Polarized 34mm Sunglasses  
\$360.00

### *Nordstrom.com GQ Selects section*

Partnership that pays

Nordstrom will likely benefit from this partnership since top style editors are recommending its products and all print and digital content is referring consumers to the retailer's ecommerce site.

In fact, Nordstrom partnered with GQ due to its reputation as an authority on men's style, per the retailer.

Also, GQ features mostly high-end men's apparel and products, so its audience is a demographic that would shop at Nordstrom.

"This partnership will certainly be heavily focused on the predominantly-male GQ reader," Ms. Kreamer said. "However, there is an opportunity to reach women through shared readership, in-store events and social media."

Brand partnerships are a way that many luxury marketers cross promote products and services among a target audience.

For example, The Ritz-Carlton is enticing reservations at its properties with special promotions when guests use American Express cards to book their stays online (see

story).

In addition, French cosmetics brand L'Occitane en Provence will open its first spa in Spain in an agreement with The Leading Hotels of the World's Gran Hotel Bahía del Duque, Santa Cruz. The L'Occitane spa will be a collaboration between both brands to create a custom treatment menu and experience (see story).

Nordstrom's partnership with GQ as well as any luxury brand partnership could help brands gain consumer trust.

If a reader trusts the editors of GQ, he might be influenced to purchase or at least browse the GQ Selects items. In return, Nordstrom consumers might gain trust in the magazine if they enjoy the GQ Selects products.

"Both brands are highly compatible and the partnership will provide an opportunity to reach both Nordstrom customers and GQ readers with a very compelling offer," Ms. Kreamer said.

"Media partnerships are effective strategies for luxury brands when the brands are compatible," she said. "If the partnership makes sense and the offer is credible, there are tremendous opportunities to build awareness in both brands and reach new audiences."

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.