

IN-STORE

## Nordstrom targets affluent New York males via GQ pop-up shop

September 14, 2012



By TRICIA CARR

Department store chain Nordstrom is flaunting its menswear partnership with Condé Nast's GQ in a pop-up shop during New York Fashion Week, a move that could enhance the department store's brand image and build awareness before the first flagship property launches in a few years.

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**Luxury Daily**

The pop-up shop, which is also available online, opened on Fashion's Night Out in the SoHo district of New York and was the subject of an email campaign. Nordstrom is likely looking to immerse New York-based consumers in the brand experience prior to its full-line store opening in the city in 2018 as well as tap the Fashion Week craze to be seen as authority on men's style.

"The pop-up shop is an extension of our partnership with GQ," said Tommy Fazio, men's trend director at **Nordstrom**, Seattle. "We were excited about the opportunity to bring the Nordstrom Men's Shop to life in New York since we do not have a full-line store there yet.

"We all thought that Fashion's Night Out was the perfect occasion to launch the pop-up shop and its 10-day series of events," he said.

Pop goes the store

Nordstrom's GQ pop-up shop is located in the Treasure & Bond retail space at 350 West Broadway. It is open Sept. 6-16.

The shop offers GQ Selects, a selection of men's items curated by the magazine's editors and Mr. Fazio. This is part of a six-month partnership between the two brands ([see story](#)).



### *Fashion's Night Out event*

The pop-up Nordstrom location contains a Warby Parker shop, a listening station with music curated by New York-based store Other Music, a Dashwood Books installation, complimentary shaves from Freeman's Sporting Club and a Stumptown Coffee bar.

The retailer is also hosting various events in the space.

For instance, it kicked off with a public event Sept. 6 during Fashion's Night Out that hosted celebrities and designers.



### *Fashion's Night Out event*

On Sept. 11, the pop-up shop hosted the private launch party for the Chrysler 300C John Varvatos Limited Edition ([see story](#)).

Also, the pop-up shop will host a public mixology event with gin brand Bombay Sapphire Sept. 15, its last evening in operation.



### *Pop-up shop*

Nordstrom raised awareness for the shop via an email campaign in which it linked to the online version of the pop-up shop on its ecommerce site.

Consumers can shop from three menswear looks including the Haberdashery, Heritage and Ski Sho and browse products in the Barbershop section.



### *Email campaign*

Not a one-time deal

Nordstrom is no stranger to brand partnerships. In fact, it is collaborating with mainstream retailer Topshop to open shops in select Nordstrom locations this summer.

Stores installed a 2,500-square foot Topshop for women and 1,500 square-foot Topman with mannequins, texturing and lighting ([see story](#)).

Other luxury retailers are using collaborations as well.

For instance, department store chain Bloomingdale's is also looking to draw affluent males to retail locations this fall with pop-up shops created in partnership with BMW Motorcycles and GQ.

Bloomingdale's limited-time "On The Road" pop-up shops in collaboration with BMW Motorcycles are open now in the men's department of stores nationwide. Consumers can not only shop, but enter a contest to win a BMW motor bike.

In addition, Bloomingdale's is presenting men's merchandise in limited-edition "Power On" pop-up shops in partnership with GQ ([see story](#)).

Also, third-party brand pop-up shops are often part of London-based department store Harrods' holiday strategy.

The retailer will open a 7,000-square-foot Disney Princess pop-up boutique available only during the holiday season that will complement its Christmas window display that will feature Disney princess dresses designed by fashion houses such as Oscar de la Renta, Versace and Elie Saab ([see story](#)).

Furthermore, luxury marketers should use pop-up shops carefully. It is important that customer experience in a pop-up shop match that in a fixed retail location.

However, Nordstrom's pop-up shop could work in this case since all of Fashion Week is basically a pop-up, per Paula Rosenblum, managing partner at [RSR](#), Miami.

"I think it will get a strong introduction into New York, and the partnership with GQ makes a great statement," she said. "I find it fascinating that it opted to go with a GQ partnership.

"It enhances both brands really as a destination for the 'discerning male shopper.'"

Final Take

*Tricia Carr, editorial assistant on [Luxury Daily](#), New York*

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