

# NORDSTROM

## Announcing Our Partnership with Zerina Aker's Black Owned Everything

October 21, 2021



We are proud to launch a partnership with Black Owned Everything, a marketplace promoting the work of Black-owned businesses in fashion and beauty, and its founder and celebrity stylist Zerina Akers. We collaborated with Akers to curate and style a collection of four Black-owned brands with the season's freshest Nike and Jordan drops as part of the [Nordstrom x Nike](#) space.

Nordstrom x Nike is a brand partnership focused on personal style, reinvention, inspiration and women-led storytelling. With curated pop-up shop experiences, events, collaborations, and new merchandise, we hope to introduce customers to innovative and highly coveted offerings from Nike through the lens of fashion by pairing fresh takes on iconic styles with emerging brands.

Customers are invited to explore and shop clothing, accessories, jewelry and handbags as they come in throughout the season from a diverse community of creators, including.

- WILLIAM OKPO – For women who celebrate their cultivated sense of style. The Okpo sisters are daughters of Nigerian immigrants who are inspired by blending immigrant's style with American culture.
- BRANDON BLACKWOOD – Normalizing Black luxury with a focus on creating bags that are trend-forward, lasting and statement-making.
- SAMMY B – Samantha Black's mission is to create limelight-worthy pieces. The "It Girl's" favorite brand, feminine with an eclectic edge – perfect for the new modern woman.
- L'ENCHANTEUR – With "Transform Your Lifestyle" as their mission statement, twin sisters Dynasty and Soull redefine the meaning of an heirloom and timeless inspirations of spirituality can be found in all pieces.

"When we launched Black-Owned Everything back in February of this year, partnerships like Nordstrom x Nike were exactly the type of activations I had in mind to amplify the reach of the Black designers whom I work with and mentor. This intersection of well-established brands and emerging designers is where the progress of Black Owned Everything's mission takes place. The inclusion of these selected designers is a big step for their individual career paths and an even bigger step in the right direction for the American marketplace and beyond. This curation is a fun mix of fashion and lifestyle pieces for the people who are keen on street trends and enjoy functionality," said Zerina Akers.

"We are committed to improving the diversity of the brands we partner with across all areas of our business," said Tacey Powers, Nordstrom Executive Vice President and General Merchandise Manager for Shoes. "We're excited to work with Zerina and Black Owned Everything to amplify the voices of these brands and create meaningful opportunities to better serve our customers."

We have long believed in the value diversity brings to our company and communities, and believe we have a role to play in contributing to the positive change that's needed to address systemic racial inequity. We've [set goals](#) to address the most pressing opportunities, including delivering \$500M in retail sales from brands owned by, operated by, or designed by Black and/or Latinx individuals and increasing representation of Black and Latinx populations in people manager roles by at least 50% by 2025. To learn more about our diversity, inclusion and belonging strategy, goals and programs visit [Nordstrom.com](#).

In addition to [Nordstrom.com](#), look for Black Owned Everything merchandise drops at Nordstrom x Nike shops in the following locations:

Nordstrom NYC Flagship in New York, NY

Nordstrom Century City in Los Angeles, CA

Nordstrom Michigan Avenue in Chicago, IL

Nordstrom Downtown Seattle in Seattle, WA

