NORDSTROM

Make Room for Shoes

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Our passion for shoes is more than a century old and beginning this month we're kicking off a year-long campaign dedicated to shoes. Core to our brand promise is delivering the best selection of brands that spark a sense of discovery for our customers, which is why we are thrilled to be celebrating a year of shoes with our brand partners. **Make Room for Shoes** will come to life through monthly partnerships featuring a curated selection of the world's best brands, exclusives, and innovative shopping experiences in stores and online.

We caught up with Executive Vice President and General Merchandise Manager, Tacey Powers to learn more about what it takes to provide the world's best brands of shoes and what we have in store for the year-long campaign.

Q. Tell us about yourself and your role at Nordstrom.

I have worked in shoes at Nordstrom for almost 20 years, and truly have the best job. I support a group of shoe buyers who lead with a product-first mindset and are committed to making Nordstrom a trusted footwear resource, giving customers the opportunity to discover what's next in shoes across all life stages and customer needs, including new brands and product categories.

Q. How do we provide a shoe selection that evokes a sense of discovery and newness for customers?

We want to be our customers' go-to retailer for shoes. We're constantly working on ways to stay top of mind for them, and one of the ways we do this is by inspiring them with a curated selection of the world's best brands across all price points. Customers don't just shop with one brand, they are mixing, matching, and shopping across high and low for one outfit. Our key differentiator is in service and experience our teams provide.

Q. Serving customers on their terms is one of our core commitments—what are your favorite shoe services you like to share with customers?

We've been selling shoes since 1901, so we've learned a lot about customer needs along the way. Our shoe departments underscore our commitment to selection. Nordstrom shoe salespeople are certified shoe fitters, and we offer foot measuring to ensure customers buy the correct size. Additionally, to meet the unique footwear needs of our customers, we sell split-shoe sizes, as well as single shoes for both adults and children. In Kids Shoes we offer a first walkers' program, as well as shoe tying classes.

Q. What can customers look forward to with our year-long campaign, Make Room for Shoes?

Our Make Room for Shoes campaign celebrates over a century of passion and commitment to shoes, with a series of monthly brand partnerships and exclusive launches. We'll kick off the campaign with running innovation leader, On, featuring the 30-day lead of their brand-new 'Cloudspark' running shoe, designed by women for women. Other highlights of our year-long campaign include Sam Edelman's 20th Anniversary in March featuring a unique capsule collection of sneakers designed by SCAD students, followed by exclusive collaborations with Birkenstock in April, Larroudé in May, and more.