

# NORDSTROM

## NEW CONCEPTS @NORDSTROM MEN LAUNCHES CONCEPT 007: BEAMS Iconic Americana Through a Japanese Lens

**NEW YORK (November 7, 2019)** – Sam Lobban, Nordstrom VP Men’s Fashion, introduces Concept 007: BEAMS, bringing the beloved Japanese retailer to Nordstrom for its inaugural US-based retail space, located online at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts) and inside eight store locations nationwide, including the Nordstrom Men’s Store in NYC.

Bringing stateside resonance to a brand with an international cult following, Concept 007: BEAMS will include an all-encompassing representation of the brand offering featuring giftables ranging from colorful knitwear to sake sets. Bespoke to Concept: 007 BEAMS, the immersive retail experience will feature home goods, BEAMS mainline product, including **BEAMS, BEAMS JAPAN, BEAMS+ and BEAMS T** as well as a myriad of brand collaborations with Japanese artists and designers such as [Diaspora Skateboards](#), [Flagstuff](#), [Orslow](#), [Koji Yamaguchi](#), [Naijel Graph](#), [Yusuke Hanai](#), [Sasquatchfabrix](#) and [Teatora](#).

In addition to Japanese brands, Concept 007: BEAMS will feature collaborations with American brands such as **Brooks Brothers, New Balance, New Era and Polo Ralph Lauren** reinterpreted through a vintage lens synonymous with the BEAMS take on American style and fashion.

“As New Concepts evolves, each iteration has become decidedly different from the last,” explains Lobban, “BEAMS is both innovative and evergreen, embodying trends while remaining classic. The breadth of that offering is something American customers have not experienced in-store. Bringing BEAMS to life for Nordstrom while collaborating with quintessentially American brands distinguishes Concept 007: BEAMS from everything that’s come before.”

Standout items from Concept 007: BEAMS include Japanese subculture graphic tees, Kurt-Cobain inspired pajamas from Brooks Brothers, New Era New York Yankees and Los Angeles Dodgers branded sweatshirts as well as a curated assortment of BEAMS Japan home goods from lucky cat charm dolls and ceramic cartoon mugs to enamel teapots and Higonokami pocketknives.

“This is an incredible opportunity for BEAMS to introduce Japanese fashion and culture to the discerning Nordstrom audience, one that opens up doors to an exciting new market. Great thanks to Nordstrom for having us in eight cities across North America, mostly where BEAMS has never landed before.”

- Makoto Toda, Creative Supervisor, BEAMS Global Marketing

The exclusive collection will be available through January 5<sup>th</sup> at [Nordstrom.com/NewConcepts](https://www.nordstrom.com/NewConcepts), Nordstrom Men’s Store NYC, Nordstrom Downtown Seattle, Nordstrom at The Grove in Los Angeles, Nordstrom Aventura Mall in Miami, Nordstrom South Coast Plaza in Costa Mesa, Calif., Nordstrom Michigan Avenue in Chicago, Nordstrom NorthPark Center in Dallas and Nordstrom Pacific Centre in Vancouver, B.C.

### About New Concepts

The brainchild of Sam Lobban, VP of Men’s Fashion at Nordstrom who joined the North American retailer in 2018, New Concepts is a platform for customers to discover the latest and best products in menswear. Through exclusive product offerings, brand stories and bespoke campaigns, New Concepts offers a specific view on menswear in partnership with the world’s most exciting brands. New Concepts comes to life in immersive retail environments in our flagship stores and through a dedicated site experience. [Nordstrom.com/newconcepts](https://www.nordstrom.com/newconcepts).

### About Sam Lobban

Sam Lobban started his retail career on the sales floor at Selfridges, where he was quickly promoted to merchant roles. He then joined Mr. Porter, where he was a member of the team that grew the site, leading the strategy behind their designer capsule collections, such as Prada, Balenciaga, Gucci and Made in California. Sam joined Nordstrom in June 2018 as VP, Men’s Fashion to support merchandising, marketing, content development, store environment, private label and the shopping experience as it relates to menswear.

### About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 381 stores in 40 states, including 118 full-line stores in the United States, Canada and Puerto Rico; 248 Nordstrom Rack stores; three Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and

four Nordstrom Local service concepts. Additionally, customers are served online through [Nordstrom.com](https://www.nordstrom.com), [Nordstromrack.com](https://www.nordstromrack.com), [HauteLook](https://www.hautelook.com) and [TrunkClub.com](https://www.trunkclub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

**About BEAMS**

BEAMS is a lifestyle retailer and a community of cultural arbiters that has led Tokyo fashion for 40 years. Established 1976 in Harajuku, Tokyo, BEAMS originated as an American lifestyle shop. A pioneer of lifestyle retailing, BEAMS has since developed numerous labels to encompass an ever evolving array of styles and trends. BEAMS shops are finely curated with an international selection of designer pieces and original brand products. Now with more than 160 shops across Japan and Taipei, Hong Kong, Beijing, and Bangkok, BEAMS has grown into a major lifestyle retailer with businesses in fashion, home furnishing, arts, cafe and dining.

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