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Sustainable Fashion at Nordstrom: Think, Adapt, Anticipate

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Nordstrom: Think, Adapt, Anticipate

MICCSR 2013

Crystal Kizanis, Garrett Mark,
Natnael Tekeste, Mitchell Gould

Agenda

- **Nordstrom's Corporate Social Responsibility**
- **Industry Threats**
- **Current State**
- **Recommendations**
- **Conclusion**
- **Q & A**

Corporate Social Responsibility

Nordstrom's Pillars:

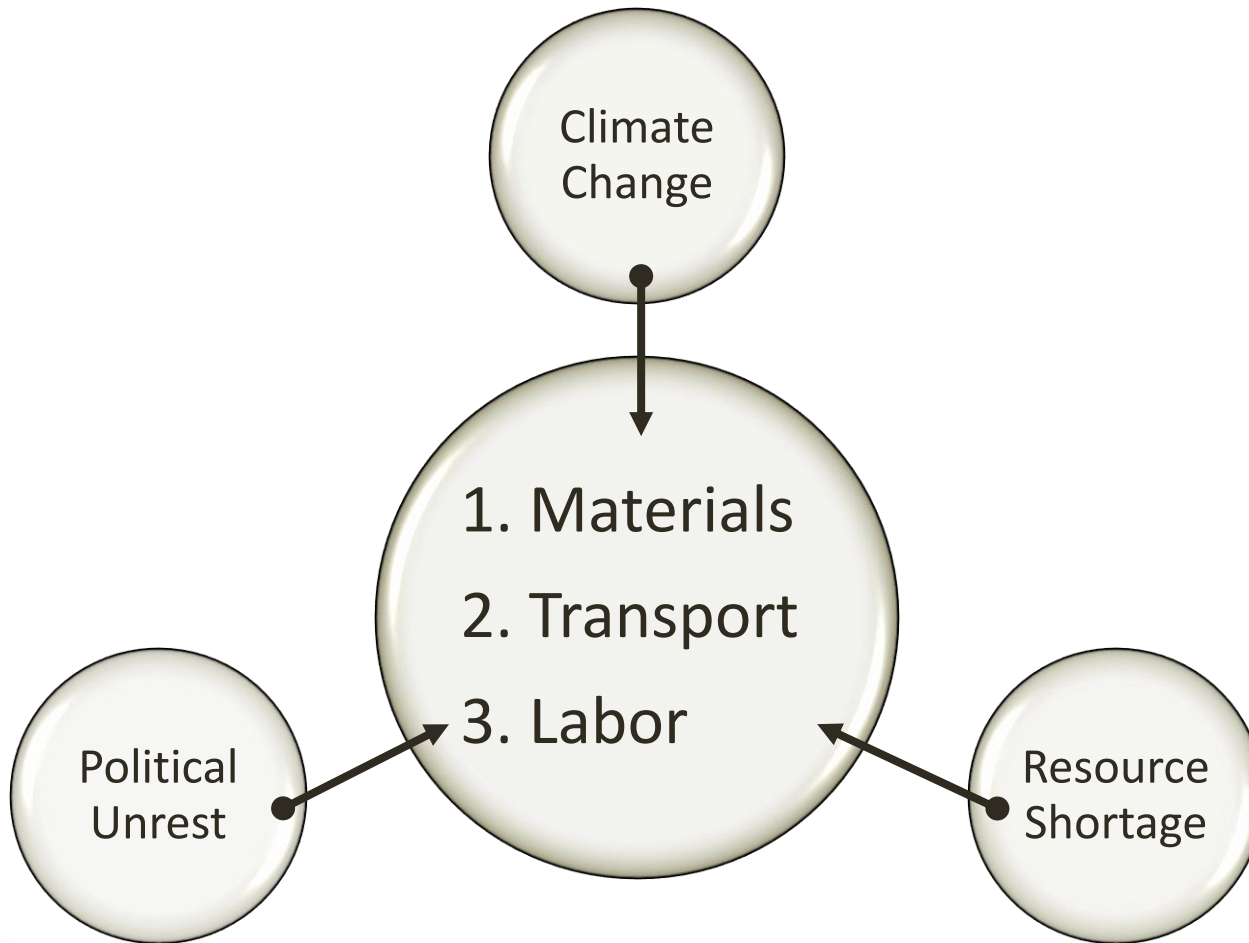
- Supporting Communities
- Sustaining the Environment
- Protecting Human Rights
- Caring for Our People

Industry Threats

NORDSTROM

МOKD2IKOW

Long Term Industry Threats



Current State

NORDSTROM

МОРДСТРОМ

Nordstrom Current State

Ongoing Accomplishments:

- SmartWay logistics program
- Charity and educational contributions
- Reducing supply chain dependency on energy

Opportunities for improvement remain...

Recommendations

NORDSTROM

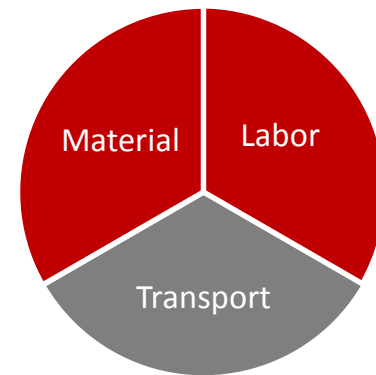
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Recommendations

Green Design and Décor:

Utilize innovative energy solutions, recycled and sustainable construction materials, and green décor options for new and existing stores:

- Reduce consumption & waste
- Water control- AWG
- Utilize local designers
- Marketing advantage
- Sustainable design

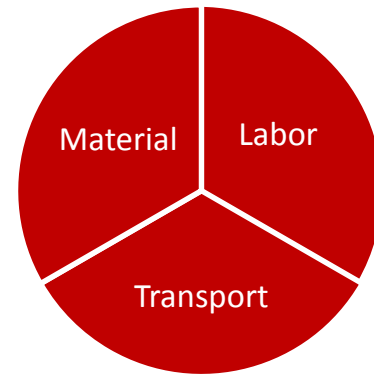


Recommendations

“Think, Adapt, Anticipate” Campaign

Campaign/Lobby efforts within industry:

- Transparent supply chain
- Increase customer loyalty
- Increase awareness
- Sustainable design
- Human rights

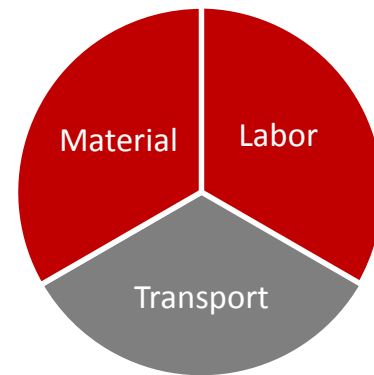


Recommendations

Shwop 'Til You Drop with Oxfam:

Collect as many clothes as we sell and change the way we shop forever:

- Serve communities
- Elevate standard of living
- Recycle & transform



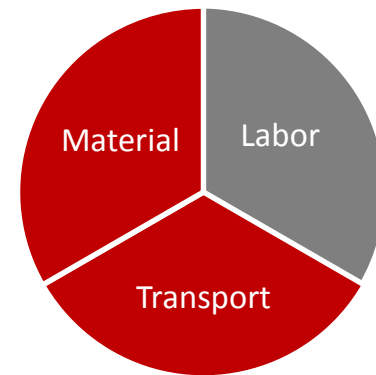
PUSH BUTTON | £39 of your clothes donations could...
...help ensure 3 farming communities in Nepal adapt to climate change by providing two days' water management training.

Recommendations

Style Steal- Couture Lending Library

Bringing Nordstrom's signature style to you:

- Haute couture wedding dresses and suits
- Designer gowns and bags
- Closed-loop revenue stream



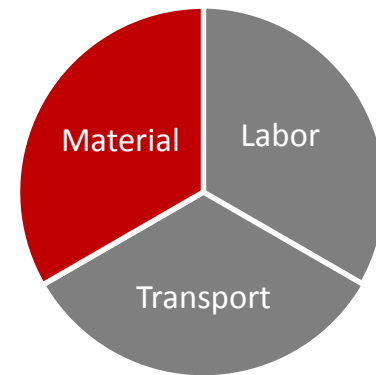
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Recommendations

Sustainable Design Efforts (SDE) Fashion Council

Design challenge to suppliers, apparel manufacturers, and designers:

- HADA: Hidden And Dynamic Attributes
- Material and design process
- Discovery and securement of new talent

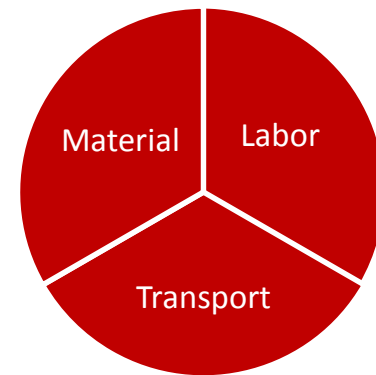


Recommendations

Sustainable Steering Committee (SSC)

Transforming environmental threats into opportunities:

- Supply chain oriented
- Cross-functional alignment
- Current and future issues



Conclusion

“Leave it better than you found it”

NORDSTROM
NORDSTROM

Q & A