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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:**

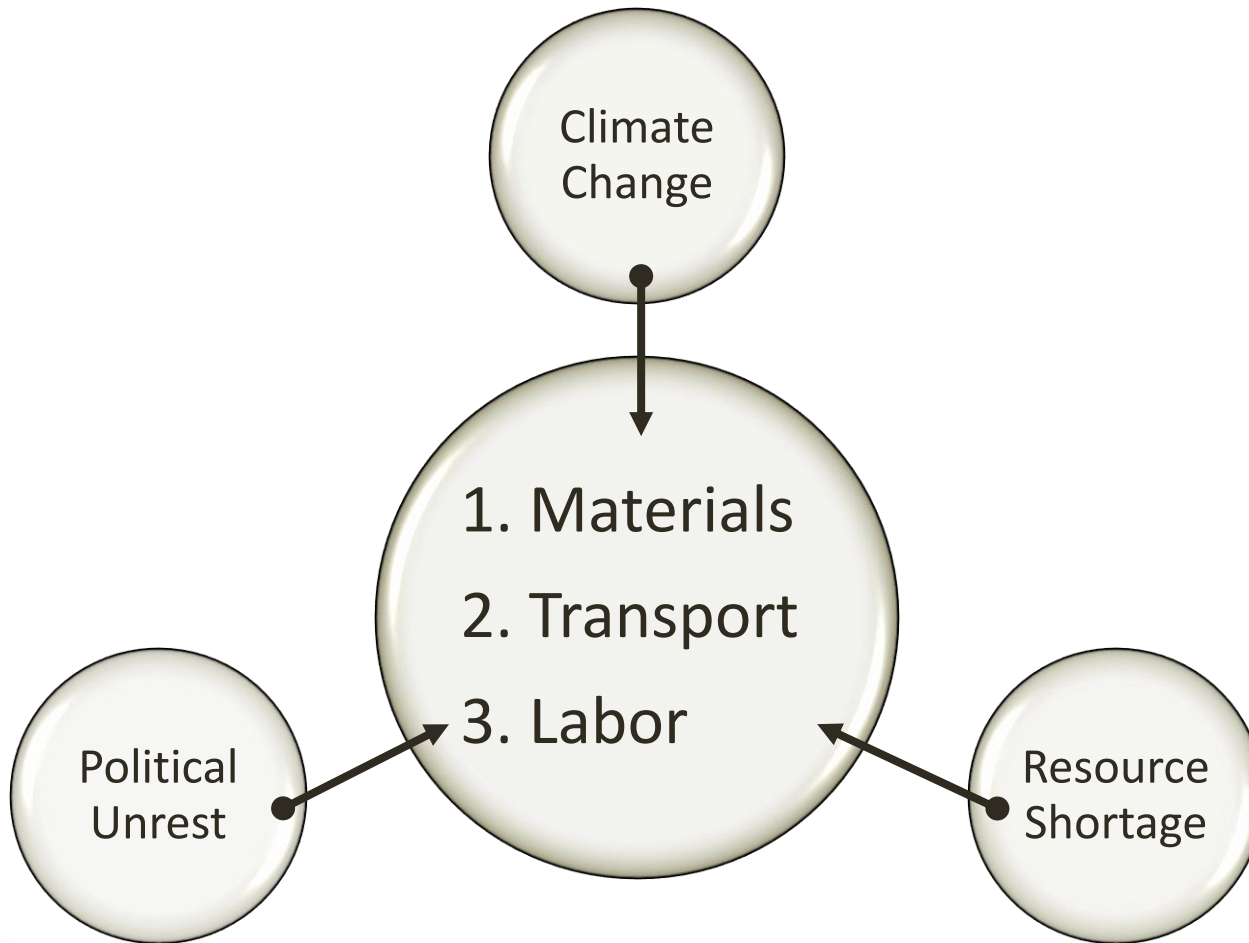
- Supporting Communities
- Sustaining the Environment
- Protecting Human Rights
- Caring for Our People

# Industry Threats

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# Long Term Industry Threats



# Current State

# Nordstrom Current State

## **Ongoing Accomplishments:**

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

*Opportunities for improvement remain...*



# Recommendations

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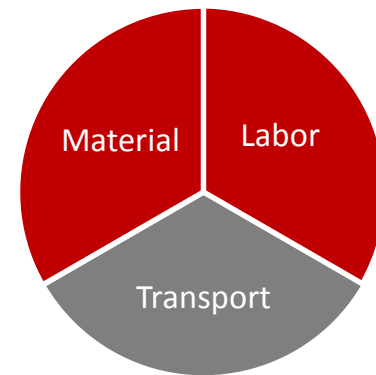
МОРДСТРОМ

# 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



NORDSTROM

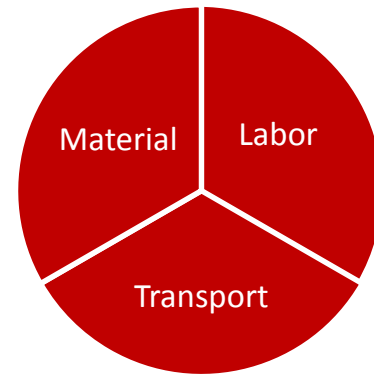
MARKET

# Recommendations

## **“Think, Adapt, Anticipate” Campaign**

*Campaign/Lobby efforts within industry:*

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




# Recommendations

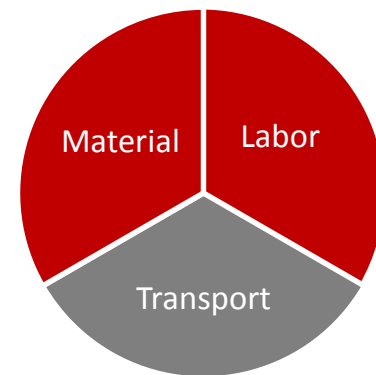
## Shwop 'Til You Drop with Oxfam:

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

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



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

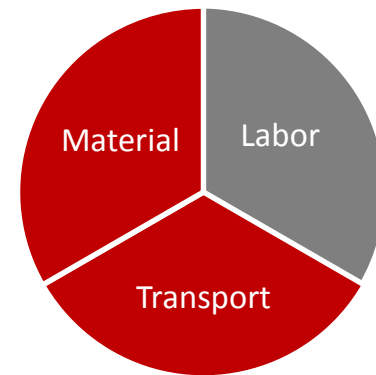


# Recommendations

## **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



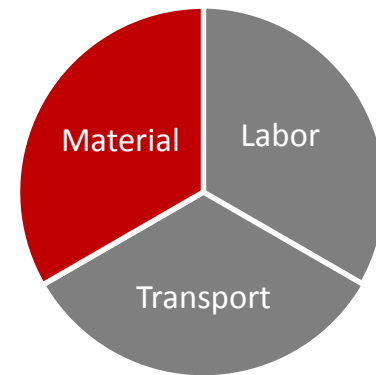
**NORDSTROM**  
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# Recommendations

## **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

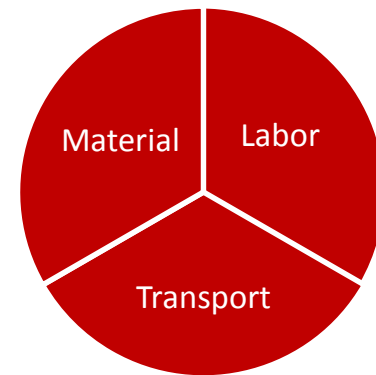


# Recommendations

## **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”**

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# Q & A