

2-2013

Sustainable Fashion at Nordstrom: Think, Adapt, Anticipate

Crystal Kizanis

Garret Mark

Natnael Tekeste

Mitchell Gould

Follow this and additional works at: http://digitalcommons.tacoma.uw.edu/miccsr_presentations



Part of the [Business Administration, Management, and Operations Commons](#), [Business Law, Public Responsibility, and Ethics Commons](#), [Fashion Business Commons](#), [Operations and Supply Chain Management Commons](#), [Sales and Merchandising Commons](#), and the [Strategic Management Policy Commons](#)

Recommended Citation

Kizanis, Crystal; Mark, Garret; Tekeste, Natnael; and Gould, Mitchell, "Sustainable Fashion at Nordstrom: Think, Adapt, Anticipate" (2013). *MICCSR Presentations*. 2.

http://digitalcommons.tacoma.uw.edu/miccsr_presentations/2

This Presentation is brought to you for free and open access by the Milgard Invitational Case Competition on Social Responsibility at UW Tacoma Digital Commons. It has been accepted for inclusion in MICCSR Presentations by an authorized administrator of UW Tacoma Digital Commons.

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:

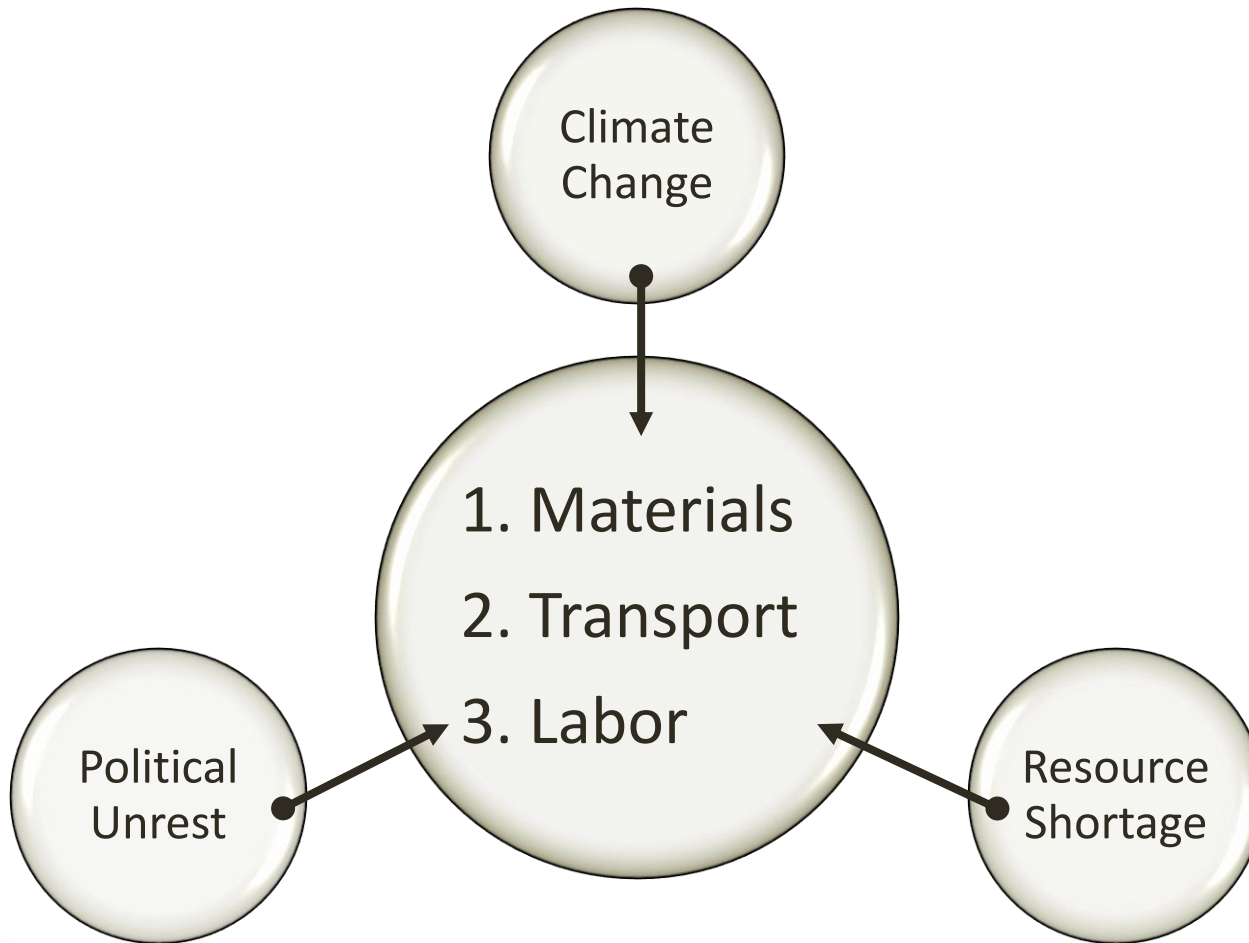
- Supporting Communities
- Sustaining the Environment
- Protecting Human Rights
- Caring for Our People

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

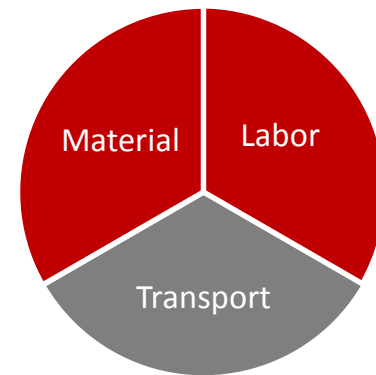
МОРДСТРОМ

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

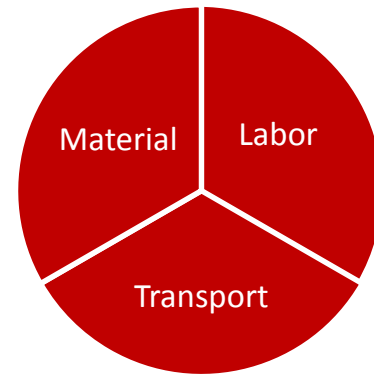
MARKET

Recommendations

“Think, Adapt, Anticipate” Campaign

Campaign/Lobby efforts within industry:

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

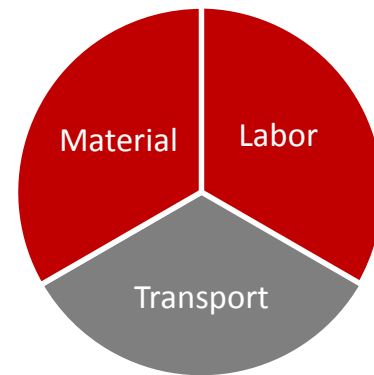


Recommendations

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



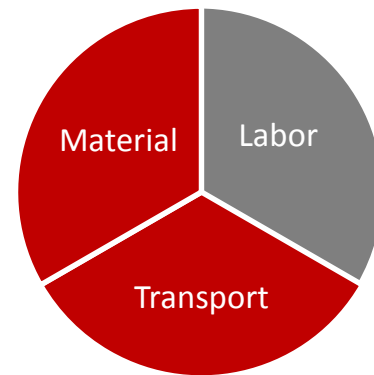
PUSH BUTTON | £39 of your clothes donations could...
...help ensure 3 farming communities in Nepal adapt to climate change by providing two days' water management training.

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



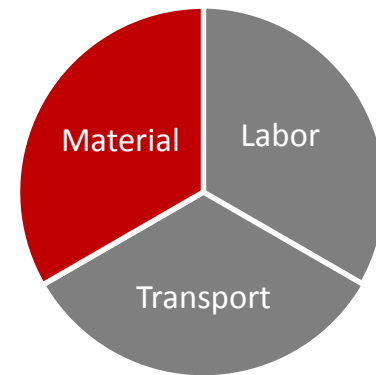
NORDSTROM
MOKD2IKOW

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

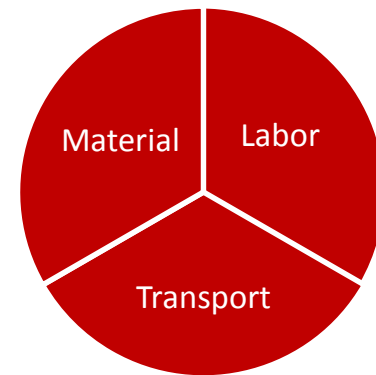


Recommendations

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