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Sustainable Fashion at Nordstrom: Its Sustainable Future

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Nordstrom & Its Sustainable Future

Lehualani Shiroma

Threats

- ❖ LIMITED RESOURCES
- ❖ CHANGES IN CONSUMER BEHAVIOUR
- ❖ REGULATORY CHANGES
- ❖ DISRUPTIVE EVENTS

Strategies

- ❖ VALUE CAIN INDEX (VCI)
- ❖ RESOURCE ALTERNATIVES
- ❖ GREEN MARKETING
- ❖ SHIFT IN INSTITUTIONAL LOGIC



VCI



**Real change
will come as
ecosystem
service
valuations
filter down
to individual
companies'
bookkeeping.**

RESOURCE ALTERNATIVES



GREEN MARKETING

Customer Service

Check Order Status
Returns & Exchanges
Product Recall
Live Chat
Nordstrom Stylists
Find Your True Fit

Advanced Search

Fashion Rewards

Apply for a Nordstrom Card
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Nordstrom



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Sizing Charts

HEALTHY EATING

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RECIPES

ONLINE ORDERING

MISSION & VALUES

BLOG

STORE DEPARTMENTS

CULTURE CHANGE



QUESTIONS?