

RETAIL

Nordstrom, in NY state of mind, previews new campaign

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Shot on location in Manhattan, the company's visuals feature four iconic New York City establishments. Image courtesy of Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom's Columbus Circle flagship is the focus of the retailer's first city-centric campaign since 2019.

Shot on location in Manhattan, the company will soon release a new marketing effort featuring four iconic New York City establishments. Dropping May 27, "Nordstrom For Everything New York" will run in print and online, appearing throughout the city via bus shelters, newsstands, ride share toppers and subway stations, with a special takeover of the train stop nearest its 57th Street address.

"Since opening our NYC Flagship in 2019, Nordstrom has been committed to offering our New York customers the brands, products and services they expect from us," said Deniz Anders, chief marketing officer at Nordstrom, in a statement.

"We hope this campaign serves as a gentle reminder to New Yorkers that we are here to help them for all their moments from special occasions to their everyday needs," Ms. Anders said. "As part of the campaign, we are highlighting a few of our favorite local institutions as we get to know the community where our customers and employees live, work and spend their time.

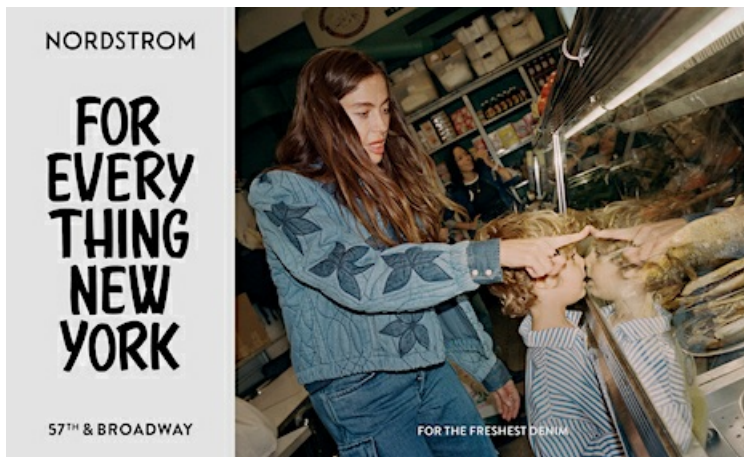
"We look forward to sharing their stories through exciting in-store activations in the coming year."

Manhattan moments

Nordstrom partnered with Harlem's historic Apollo Theater, the Upper West Side's Barney Greengrass restaurant, and West Village's Casa Magazines store and Caf Dante for the effort.

Shot by American photographer Daniel Arnold, forthcoming visuals document a group of city dwellers preparing for everything from date night to a morning coffee run, capturing the locals within the cultural hubs.

The creative campaign conceptualized by New York-based creative agency Mojo Supermarket intends to remind shoppers of its flagship status as a "destination for everything a New Yorker would need."



Barney Greengrass, a Jewish deli founded in 1908, is among the New York staples picked for the advertisements. Image courtesy of Nordstrom

Associates at 57th and Broadway offer beauty services, dining fare and styling options such as last-minute alterations and personalization.

Opened in October 2019 ([see story](#)), the retailer is using print, digital, social, and out-of-home paid media placements to boost awareness and push the flagship back into the spotlight.

The four partners will also participate in additional in-store activations, which will come to life at the NYC flagship later this year.

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