

Discussion Board #1

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June 07, 2021

Nordstrom plans on selling luxury second hand goods at its New York flagship store. According to hypebeast, Nordstrom's "See You Tomorrow" prompt is for customers to bring in their luxury goods for Nordstrom gift cards as an exchange. The agenda behind this idea is to create an environmentally friendly space while Nordstrom's intentionality is to make profit. Reselling second hand items is a smart way to gain money without throwing it away to your traditional salvation army or goodwill thrift store. Especially in today's market there are hundreds and thousands of consumers reselling their items for profit or to regain half of their money back. For instance the article states, "The shop-in-shop thrusts Nordstrom into competition with The RealReal, Vestiaire Collective and other players in the fast-growing market for secondhand fashion, which grew to \$28 billion last year, according to a study by ThredUp and GlobalData." This is significant because if shoppers are engaged in online platforms for secondhand fashion, this will defeat Nordstrom in the long run - establishing a decrease in their market.

References

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