



NORDSTROM

OUR FUTURE DEPENDS ON IT

#NORCYCLE



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PHOTO OF MYSELF



INTRODUCTION

This research will go over what sustainable strategy the retail chain store, Nordstrom, can incorporate into their business in order to be more sustainable. For example, as of today, “Nordstrom has made no commitment to eliminate hazardous chemicals from its supply chain” (Robertson, 2020). Nordstrom can improve their sustainability practices to comply with contemporary demands of sustainability as the world faces a global warming crisis. This research will focus on what sustainable strategy can Nordstrom implement into their business that will positively affect people, the company’s profit and the planet. The data collected in this research will be used to prove how the retailer Nordstrom can become more sustainable by removing some hazardous fabric materials from their products. Alongside, introducing “Norcycle” which will be the sustainable strategy that will aim to make the retailer more socially responsible by creating products from sustainable materials such as Pinatex.

BUSINESS CONCEPT:

The fashion retailer known as Nordstrom Inc. has been operating for around 100 years offering a wide variety of products. Nordstrom is a combination of both ecommerce and a brick-and mortar store as their revenue comes from both. Around 54% of its third-quarter revenue came from digital channels, making it the first brick-and-mortar shop to generate the majority of its income via ecommerce (PYMNTS.com, 2020). The fashion retailer understands the importance of having a combination of both digital and in-person services which helps them provide their better customer service. Northstrom also knows that they have to translate the heritage of service that defines them more effectively in the digital world. This involves offering mass personalisation by establishing stronger ties between the digital and physical world

(PYMNTS.com, 2020). Nordstrom, as a chain store, makes sure that it does more than just a retailer; the store shows its values for their customers by creating connections with them, whether online or in its traditional locations located throughout the United States.

Nordstrom offers a range of products such as clothing, accessories, and shoes for women, men and children. Some of the services provided by Nordstrom include gift wrapping, curbside pickup and in-store, styling services and free personalized advice (online and in-store), free standard shipping and 2-day free shipping, free returns and exchanges and onsite experts for tailoring. Nordstrom includes brands such as Gucci, Chanel, Tory Burch, Nike, and more. The price point can go from \$25.00 - \$800.00 for clothing, accessories and shoes depending on the brand.

Nordstrom's vision statement is “to serve their customers better, to always be relevant in their lives and to form lifelong relationships” (Nash, 2021). Nordstrom aspires to provide exceptional service to all of its customers. The fashion retailer honors their vision statement by implementing strategies such as training their employees to provide courteous customer service to customers. Nordstrom teaches their employees diligence, and attentiveness. Nordstrom employs strategies that enable the company to build long-term connections/relationships with its consumers while also making sure that all customers are happy. For example, Nordstrom strives to stay in touch with its customers' style demands and preferences at all times so that they can accommodate any item they want and by doing this they seek to establish a personal and long-term relationship with their consumers.

Nordstrom mission statement is “to provide outstanding service every day, one customer at a time. A further focus is provided to Nordstrom employees at all levels with this Nordstrom goal, which is also a management mission. We work hard to make decisions in the best interest of our customers and those serving them.” (Rash, 2021). This mission statement represents the company because Nordstrom’s values and beliefs are evident in each section of their organization and is a clear reflection of how customers interact with the company. The company prioritizes their customers and aims to provide the best service based on their mission statement. However, the people are not being taken into consideration when harmful materials are still being used in their supply chain.

One of Nordstrom’s stores is located at 225 W 57th St, New York, NY 10019. This location has approximately 320,000-square-foot in space, seven floors. Just south of Central Park and across the street from Nordstrom men's store, this location has seven floors of curated clothing, shoes and accessories, as well as beauty, home goods and new restaurants, cafés and bars (Nordstrom, n.d.). The store was created to capture the essence of the city and its people. Most importantly, the associates provide with customers high-quality service from which Nordstrom has long been recognized for, as well as quick and easy alternatives. Once inside the store, one could see that the shopping sections were thoughtfully divided as there were up to five floors for shopping. One is allowed to shop without any customer service agent interruption which can be an issue for the consumer that might be lost or is its first time in the store. Handbags, shoes, makeup and fragrances, apparel and home have their own floor section at the store.

Some of the high management executives for the fashion retailer are Teri Bariquit, who serves as the Chief Merchandising Officer, Anne L. Bramman as Chief Financial Officer, Alexis DePree as Chief Supply Chain Officer, Michael Maher as Chief Accounting Officer, and Scott A. Meden as Chief Marketing Officer. Also, another of the main and one of the most important personnel is Peter E. Nordstrom who is the President of Nordstrom, Inc. and his title is Chief Brand Officer. Geevy S.K. Thomas, who is the President of Nordstrom Rack is another important part of the organizational structure of the company.

MISSION STATEMENT

Nordstrom has a mission statement to "work hard to make decisions in the best interest of our customers and those serving them." (Nordstrom, 2021.).The mission of this sustainable approach is to create a clothing line of sustainable apparel for Nordstrom which will be named "Norcycle". With recycling as the main motive, the products for the clothing line will be made out of pineapple fiber and other waste products. This strategy has as a purpose helping to save our oceans by reducing the plastic waste from them, and to repurpose the use of plastic. Currently, the store features sustainable products in their online site from other major brands, and from Nordstrom itself. However, this line is a specific approach to help reduce the clothing with harmful materials that the retailer currently sells. This will help positively impact the oceans, animals from which the retailer creates clothes from, the people, and the planet.

TARGET CUSTOMER

First, Nordstrom, the 120-year-old department store has major customers that fall among the Gen X or Baby Boomer groups (Jansen, 2021). However, according to (Binkley, 2018) Nordstrom customers are a decade or so younger than the average for U.S. department shops, with an average age of 43. Nearly 40 percent of the customers are under the 45 years old and 62 percent of Americans with a household income of \$300,000 or more shop at Nordstrom. There is also a 51% that are in the 18-to-34 age range (Tirico, 2016). Since the retail store largely has customers that are not in the Generation Z and Millennial group, in order to survive Nordstrom had to broaden their target market. For example, the store began to focus more on the younger generation of consumers such as Gen and Millennials in order to maintain their relevance. As Gen Z and Millennials are more aware of the risk of shopping from certain brands, and are more environmentally conscious of what they purchase, Nordstrom had to make some changes. According to (Jansen, 2021) Millennials have become more vocal about their desire to buy with companies that are both environmentally friendly and promote corporate social responsibility. The retailer had to begin doing partnerships with eco-friendly brands such as Everlane and Reformation in order to attract more of the younger audience. The company is thriving on fresh ideas about how to create an environment that encourages young people to purchase online and in stores (Loeb, 2020). One cannot discard the possibility of a small percentage of the target customer of the retailer being Gen Z, especially since the online store has a section dedicated to young adults. A young male or female from the age of 18- 25 years old, who is environmentally

conscious, could also be part of Nordstrom's ideal target customer. However, based on the research, the target customer seems to direct more to Millennials and Gen X groups.

DEMOGRAPHICS: This places the ideal customer for the store as either a Millennial and/or into the Gen X demographic group. A suburban male or female who is engaged or married and has children under 18 yrs old. In terms of income, the ideal consumer is mostly from the middle and/or upper economic class with an income from 100,000 or more. The customer is loyal to the brand, and is a planned shopper who is willing to spend a lot more than \$500- \$800 on a product. The ideal customer has a bachelor's degree, master's degree and/or minors. When it comes to occupation, the ideal customer has an executive or management position.

PSYCHOGRAPHICS: Following the Vals framework one could place the ideal target customer of the store under the category of achievers. These could be men or women who have a career, have a goal oriented lifestyle, and are a very active consumer in the marketplace. The ideal customer purchases products that demonstrate success. He or she also has a busy lifestyle as a professional, believes money is the source of authority, and are hardworking individuals who are committed to family or job. The customer is fashion conscious and understands sustainability approaches.

SUSTAINABILITY STRATEGY: #NORCYCLE

Some of Nordstrom's practices to address sustainability go from creating a sustainable section in their online store featuring many eco-friendly brands, to creating eco-friendly packaging. The retailer has made clear that their five pillars when it comes to sustainability are sustainably sourced materials, responsibly manufacturing and packaging, giving back, sustainably sourced ingredients (Nordstrom, 2021). The department store made a commitment to remove plastic bags from their Nordstrom Rack store, as well as introducing beauty products that are eco-friendly, and ensure 15% of its products are considered sustainable.

Nordstrom “recently conducted a survey in the US with 2,000 people to explore how COVID-19 has affected their fashion choices as they begin to plan for life post-pandemic” (Nordstrom, n.d.). In a post-covid world, Nordstrom has continued several sustainable strategies in order to respond to the world’s environmental waste problem. Nordstrom has a section in their website and store that is dedicated to sustainability with a large selection of ethical and sustainable clothing brands. Whether consumers are trying to shop “a seasonal sale, a Half-Yearly Sale, or throughout the year, there are a few ways to find ethical and sustainable options” (Wise, 2021). However, “Nordstrom has made no commitment to eliminate hazardous chemicals from its supply chain” (Robertson, 2020). This is a huge issue since even though the store is selling “sustainable” clothing, the fabric composition contains hazardous materials in it.

The sustainable strategy of "Norcycle" will follow the triple bottom line framework (see **figure 1**) which maintains that “companies should commit to focusing as much on social and

environmental concerns as they do on profits” (Kenton, 2021). The TBL theory highlights the idea that companies should focus on three main things: profit, people, and the planet. The sustainable strategy of "Norcycle" aims to implement the use of pineapple fiber and other waste products into sustainable clothing to add to Nordstrom’s sustainable approach. Some of Norcycle products will also be made from materials such as rescued ocean plastic like recycled plastic bottles, and nylon from recycled fishing nets. This strategy will help the oceans to be cleaner which benefits the planet, and the people. Also, this strategy will help the brand image of the company as a retailer that is removed is taking a more thoughtful approach to care about the planet. This will help to increase their profits and better their brand image, especially among the environmentally conscious younger generations who Nordstrom is trying to attract.

The three aspirational sustainability goals of this sustainable strategy line based on the United Nations Sustainable Development Goals (SDGs) (*Figure 2*) will be life below water, responsible consumption and production and life on land. The clothing that people wear affects both the ocean life and life on land when the textile composition of such is made out of harmful hazardous chemicals and animals. In the case of Nordstrom, the retailer sells textiles that have a harmful composition. For example, some products in their clothes are made out of angora (rabbit’s fur), leather, wool, and other exotic animals. All of which are forms of plastic and are now about 60 percent of the material that makes up our clothes worldwide” (Resnik, 2019) which affects the planet. Many of the products featured in the sustainable style website of Nordstrom are simply labeled "imported" with no information on where they were created, and are made out of generic materials like cotton, rayon, and polyester (Waddell, 2018). The retailer does not specify where the clothes are made and/or under what conditions they are produced.

The fabric composition of such clothes can harm the health and well-being of an individual. The “Fabric production, materials and chemicals used for production cause deterioration of ecological balance and human health” (Akarslan & Demiralay, 2015).

When it comes to manufacturing, there is no proof that Nordstrom pays a livable wage to workers in its supplier chain. It does not disclose enough measures or controls to protect COVID-19-affected suppliers and workers in its supply chain. This makes part of an unethical consumption and production as the retailer is not worrying about the people that contribute to their profit. Nordstrom, on the other hand, continues to source from countries with a high or extreme risk of labor exploitation, and barely tracks a portion of its supply chain. There is also no indication that they pay their employees a decent salary.



Figure 1: Triple bottom line concept, (Classen, 2021)

<https://cascadiaupdates.wordpress.com/2021/05/24/core-sustainability-triple-bottom-line-equity/>



Figure 2: United Nations (UN) 17 Sustainable Development Goals (SDGs),
(United Nations, 2021)

<https://www.un.org/development/desa/dspd/2030agenda-sdgs.html>

INDUSTRY SEGMENT AND MARKET ANALYSIS

Nordstrom will be competing in the menswear, womenswear, and footwear industry as the strategy of Norcycle plans to create clothing and shoes for both male and female. According to (Kvilhaug, 2021), the retailer “has notable competitors in the retail industry that offer high fashion in a similar department store format, like Macy's (M), Dillard's (DDS), Neiman Marcus, and Saks”. These are not local retailers, there are more global conglomerates that run a similar retail structure just like Nordstrom. Following Nordstrom's persistent use of service as a growth strategy, several competitors have placed a focus on personalized service. For Nordstrom and

other high-end department shops, experimenting with new technology and deploying it in customer-centric ways is both a problem and an opportunity.

COMPETITIVE ANALYSIS

SWOT FOR MACYS

Strengths	Macy’s incorporates more sustainably obtained raw materials and fibers into their Private Brand items, (Macy’s Sustainability Report, 2020).	Macy’s “launched a media network that looks to generate an additional source of income for the department store retailer by selling ads to brands” (Adams, 2021).	Macy’s omni-channel presence which has “ the ability to combine the human touch in their physical stores with cutting-edge technology” (Chiffey, 2021). It has around 600 stores around the US.
Weaknesses	No competitive pricing as one can find the same pricing in another store.	This company received a score of 6.7/10 in the Corporate Information Transparency Index (CITI), for evaluating supply chain practices in China, in regards to environmental management and water pollution.	Lack of options when it comes to the sustainable products offered.
Opportunities	Macys has gained access to a new sales channel as a result of an investment in internet platforms.	The use of online platforms to promote environmental causes.	Demand for more sustainable products
Threats	Public pressure for more sustainable and ethically sourced products.	Competition such as Nordstrom ahead of the game with sustainability.	Hard economic conditions due to the Covid-19 pandemic.

Three main strengths that can be attributed to the department store of Macy’s are their marketing, branding and their omni-channel presence. The first big strength of Macy’s is their marketing. Recently the department store “launched a media network that looks to generate an

additional source of income for the department store retailer by selling ads to brands” (Adams, 2021). The department store who is known for their advertising that has allowed them to generate billions of dollars created a new way of generating a new income stream. The new strategy integrates the company's current loyalty capabilities with digital advertising through its Star Rewards Loyalty program. (Adam, 2021). This new investment made Macy’s focus more on digital stores, and that has generated 35 million dollars on a new income stream which has made them stand out from competitors due to their successful advertising.

The second strength of Macy’s is their branding which has positioned the company and has helped it be recognized in the world. Also, related to their branding strategy; their high-quality merchandise and outstanding customer service has made Macy's a household name. The third strength is Macy’s omni-channel presence which has had the “ the ability to combine the human touch in their physical stores with cutting-edge technology” (Chiffey, 2021). Many stores only rely on physical in-store services and leave aside the technological advancements of the new digital era such as online sales. This has made many retailers struggle to survive due to their lack of technological advancement. In the case of Macy’s, they have been able to expand their business because of their e-commerce sales. Customers can easily shop online (laptop or mobile), in-store, and in their mobile application which allows customers to have more accessibility to the brand. Macy’s is one of the department stores that have compromised and adopted several sustainability practices. Recently, in their 2020 sustainability report they stated that they “are committed to operating with integrity and creating a more just and sustainable future”. The company’s guiding principles when it comes to sustainability are focused on governance, social and the environment. Macy’s seems to be committed to make

customers find more sustainable products by incorporating more sustainably obtained raw materials and fibers into their Private Brand items, and to provide more sustainable and eco-conscious products, such as cleaner cotton, recycled polyester, and sustainably sourced wood, in their Private Brand products. (Macy's Sustainability Report, 2020). When it comes to their supply chain and management, they are committed to working with their private brands to ensure the safety and ethical treatment of their workers. Also, they require suppliers to meet their code of conduct in order to work with them.

Some weaknesses of Macy's include them not having competitive pricing as one can find the same pricing in another store. This company received a score of 6.7/10 in the Corporate Information Transparency Index (CITI), for evaluating supply chain practices in China, in regards to environmental management and water pollution. Macy's also has a lack of options when it comes to the sustainable products offered by them. Some opportunities include, Macys gaining access to a new sales channel as a result of an investment in internet platforms, Public demand for more sustainable products, and public pressure for more sustainable and ethically sourced products. Some threats include public pressure for more sustainable and ethically sourced products, competition such as Nordstrom ahead of the game with sustainability, and the hard economic conditions due to the Covid-19 pandemic.

NEIMAN MARCUS

Strengths	Brand equity and awareness.	Skilled workers as they provided good training.	Partnership with other companies to support sustainable approaches.
Weaknesses	Needs to invest more money in new emerging technologies	Needs to improve the marketing of their products to be at the level of competitors.	Sells clothes that are made out of animals which goes against their sustainability statement.
Opportunities	Company expansion	Gaining new customers due to their online channel.	E-commerce and social media.
Threats	Consumer behavior is changing due to an increase in online sales.	Global demand for sustainable products as the world faces a climate crisis.	Bankruptcy protection due during Covid-19 pandemic.

Neiman Marcus has a strong brand equity and awareness that has benefited them in the market. The retailer features many recognized and high quality brands in their stores and online platform, which has positioned them as a favorite among consumers. Brand recognition is important in recruiting new clients who are searching for solutions in Costs, Customers, Growth strategy, Mergers & Acquisitions, and Sales related industries (EMBA Pro, 2019). Another strength that the retailer has is their ability to provide proper training to their workers. The Neiman Marcus Group invests a significant amount of money in employee training and development, resulting in a staff that is not only highly trained but also driven to achieve more (Fern University, 2021). Neiman Marcus has also created partnerships with other companies in order to address the sustainable clothing demands of customers. The retailer created a section in their website that features several sustainably-sourced products. This has helped their brand

image as customers are looking for more sustainable products, and it has given the ability to properly compete with other retailers who are doing the same.

Neiman Marcus has as one of its weaknesses the need to invest more in new emerging technologies. This is since the retailer is falling behind its competitors when it comes to the use and investment of new technologies in their company. Second, the retailer needs to improve the marketing of its products. Even though their sales are good, the “positioning and unique selling proposition is not clearly defined which can lead to the attacks in this segment from the competitors” (Fern University, 2021). Another huge weakness of the retailer is the fact that as of today, 2021 they are still selling fur and exotic animal skins on their online platform. However, even though they pledge to close “its fur salons and become fur-free by early 2023” (CNBC, 2021). In the meantime, the retailer continues to kill animals to make exotic clothing for the rich public at a high price.

The company has the opportunity to expand internationally, as it has gained popularity in global markets. Second, the retailer is receiving new customers from their online channel. The company has invested money in their online platform which has “opened new sales channel for the retailer” (Fern University, 2021). This opportunity can be taken to improve the way the retailer knows its customers, and implement the use of data analytics to understand their purchasing behavior. Third, the use of social media can assist Neiman Marcus in lowering the cost of entering new markets and reaching out to customers on a much less marketing budget (EMBA, 2019). The e-commerce platform can also help the retailer to reach more customers internationally, and implement custom marketing strategies to understand their buying behavior. Neiman Marcus faces several threats in the market such as consumer behavior changing due to

an increase in online sales, global demand for sustainable products as the world faces a climate crisis, and their bankruptcy protection due during Covid-19 pandemic. The purchasing behavior of people during the Covid -19 pandemic changed which might affect the understanding of customer’s buying behavior for the retailer. The global demand for sustainable products has increased with the pandemic. New worldwide study commissioned by WWF and performed by the Economist Intelligence Unit (EIU) (2021) indicates a stunning 71 percent increase in popularity of sustainable goods searches over the last five years, with growth continuing throughout the COVID-19 pandemic. This might be a threat for the retailer because they are not adhering to the sustainable policies stated by them as they are still selling fur and exotic animals.

SAKS FIFTH AVENUE

Strengths	Brand image due to their high quality products.	Fast and Effective Delivery System.	Multi-channel retailing.
Weaknesses	Customer service	Poor variety of sustainable products offered.	Pricing in store and online (not matching)
Opportunities	Global demand for sustainable products.	Customers being educated about sustainability.	Product collaboration with sustainable companies.
Threats	Competitive sustainable market.	Competitors having more sustainable products to offer.	Saks’s fur salon

The brand image of Saks Fifth Avenue is outstanding because of the high quality of products that they sell. Alongside this, the retailer delivery system is also very fast and efficient. Customers have the option to purchase online and pick up in stores where “customers can place an order on saks.com and pick it up at their nearest Saks Fifth Avenue store”. (Business Wire, 2021). Also, the retailer offers “Manhattan same-day delivery where Manhattan-based shoppers can take advantage of Saks’ same-day delivery service for last-minute holiday shopping”

(Business Wire, 2021). Some weaknesses of the retailer include their customer service. Saks needs to improve their customer service both in-store and online. The retailer also has a poor variety of sustainable products being offered, and their pricing in store and online do not match as one can find things cheaper in their website than in-store. Some opportunities include: global demand for sustainable products, customers being educated about sustainability, product collaboration with sustainable companies. The threats the retailer faces include a competitive sustainable market, competitors having more sustainable products to offer, and the fur salon.

NORDSTROM COMPETITIVE ADVANTAGE

Nordstrom faces several competitive advantages when compared to its major competitors Macys, Neiman Marcus and Saks Fifth avenue. For example, when compared to Neiman Marcus and Saks Fifth avenue, Nordstrom is doing better in addressing sustainability. For example, Macys has a lack of options when it comes to the sustainable products they offer, the same as Neiman Marcus and Saks. Nordstrom has a wide range of sustainable products in their platform and has a more specific target when it comes to how to address sustainability. However, they are all still selling fur on their platforms which hurts part of their sustainable approaches. Nordstrom offers a shopping experience that is associated with its excellent and personalized service (Colt, 2020). In comparison with Neiman Marcus and Saks, who still need to improve the quality of their customer service. The global demand for sustainable products as the world faces a climate crisis is an opportunity that Nordstrom and its competitors can take advantage of. However, Nordstrom is doing better by taking advantage of this demand, as they are concentrating on three

important environmental sustainability impact areas: climate change, circularity, and the environmental effect.

SOURCING STRUCTURE

As previously stated in this research, Nordstrom makes sure that only 15% of all products are considered sustainable, and the majority of those products are made out of materials that are harmful for the environment. For example, Nordstrom still has animals in their products such as angora, cashmere, wool, and leather without explaining or stating where they come from. Aside from this, Nordstrom needs to commit to stop selling fur, leather and other materials that harm the environment and animals in their online platform and in-store. The sustainable strategy of Norcycle will have products created from pinatex, as a way to help the retailer be more socially responsible. Norcycle's product line will be made out of Pinatex which is a pineapple waste fiber that is sourced from both Spain and Philippines. Pinatex is a sustainably derived textile made from a natural waste product with little water consumption, production waste, and no toxic chemicals or animal products (Pinatex, 2021). This fiber is manufactured from pineapple plant leaves, which are often thrown or burnt as a byproduct of the fruit business. (Pinatex, 2021). The new adding value to this type waste has given rural communities that rely on a seasonal crop a new source of income. This has also given an alternative to many brands that need to level up their sustainable approaches.

This fiber is an innovative textile “developed for use as a sustainable alternative to both mass-produced leather and polluting synthetic materials, offering a better choice for a better future” (Pinatex, 2021). The most significant benefit of Pinatex is that it can be used to replace

animal leather. The leather industry has been known for the huge damage to the environment. This goes from the “concentrated animal feeding operations (CAFOs) to the chemically-intensive processes that are used to prepare hides. (Martinko, 2020). The process of creating this fiber (**see figure 3**) is less harmful for the environment than using fur and polyester. This process will make the retailer more socially responsible by removing/replacing fur, wool and leather and even polyester for this fiber that is more sustainable. An item manufactured with Piatex contains a larger amount of natural content than an item made entirely of plastic. This is a sign of progress toward a more environmentally friendly design, and it's still worthwhile to support.

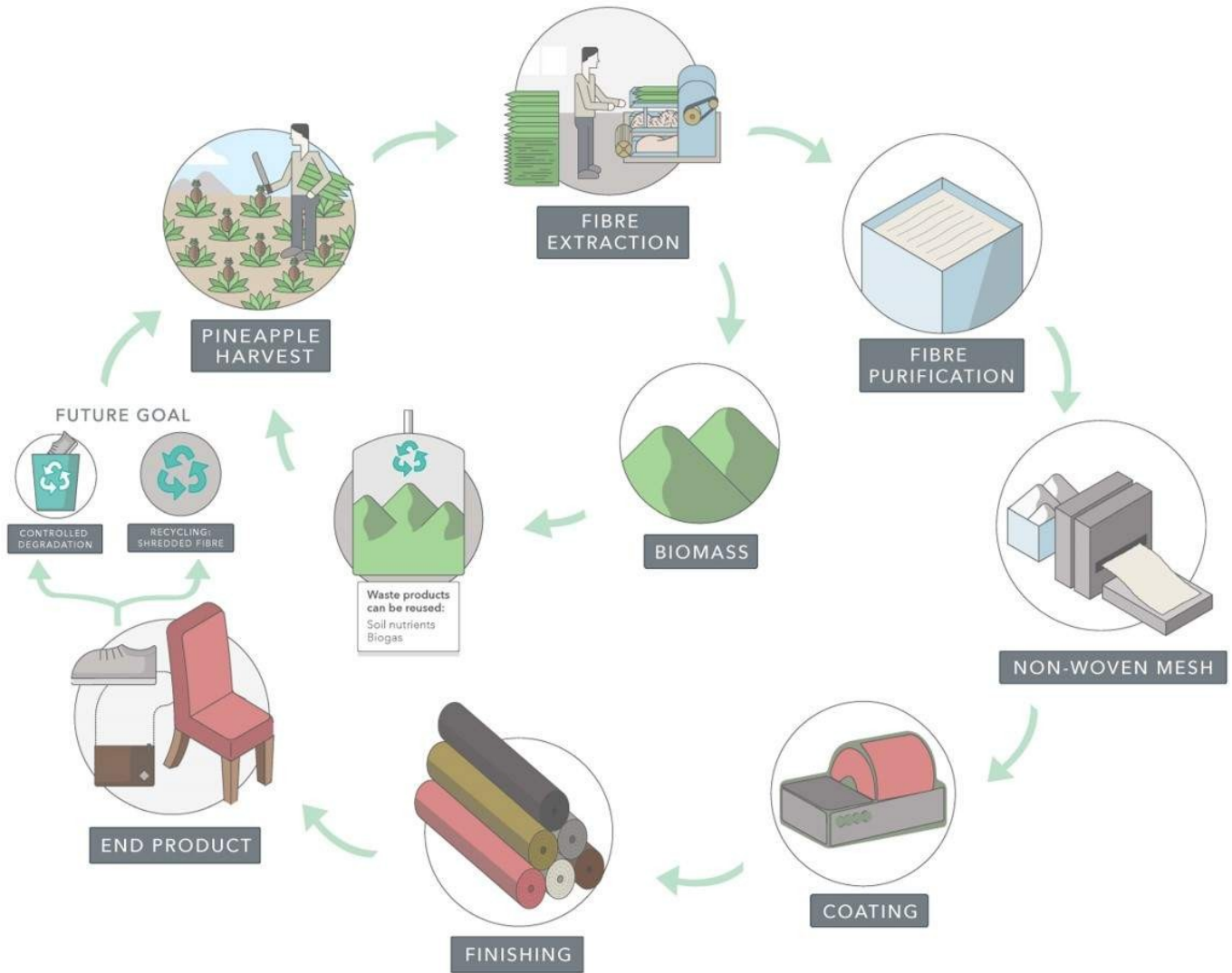


Figure 3: Pinatex fiber creation process from harvesting to finishing.

<https://www.ananas-anam.com/about-us/>

Nordstrom will work in partnership with the company Ananas Anam to provide the fiber for the retailer to use in the sustainable line. Also, in terms of responsible consumption and production, Philippine farmers can gain from an ample supply of leaves because they produce less waste and they can sell more of their products for industrial consumption and usage (Liberty Leather Goods, 2021). This partnership can benefit the people, the planet, and bring more profit

to Nordstrom as they do not currently have any products with this fiber. This partnership with the company can create a more sustainable image for Nordstrom as well as making it a more socially responsible retailer that is about the planet.

MARKETING STRATEGY

The marketing strategy that will be used to generate revenue for this line will be composed of a variety of options. First, social media will be used to promote the line, as well as print posters and digital promotions. Social media platforms such as facebook, instagram and youtube will be used to advertise this line through paid advertising. For example, in Youtube longer videos about Norcycle will be promoted in order for customers to understand how the line will work in partnership with Ananas Anam for a more sustainable future. In Instagram, posts will mainly be promoted to showcase the merchandise from the Norcycle line. The same strategy will be used in Facebook, through custom paid ads from which the goal will be to feature and promote the products from the line. Second, giving back will also be used as a marketing strategy for the line. For example, a percentage of every purchase will be donated to Oceana, Leciell foundation and Blue Venture conservation funds. This will be used in social media platforms and digital media to show customers the work that Norcycle will be doing for the environment. Third, paid print posters will be used to promote the sustainable line, such as in subway stations and street billboards. With digital media being the main marketing vehicle, digital posters will also be implemented as part of the marketing strategy.



Poster Advertising Sample for Norcycle



CONCLUSION

When compared to the major three competitors of Nordstrom, the retailer is more ahead of the game in sustainability strategies. However, they are not focusing on life on land, responsible consumption and production and life below water in which they need to improve. Norcycle's main motive will be to make Nordstrom a more socially responsible retailer, by removing the use of exotic animals in their clothing, have a more responsible consumption and production and focus on life on land as well as life below the water. The sustainable approach discussed throughout this research aims to build a socially responsible future that focuses on the people, the planet and the profit. Nordstrom will highly benefit from removing animals and harmful materials from their clothing lines by introducing new clothing line with more sustainable products such as the pineapple fiber. This fiber as discussed in the research can be used as an alternative to the leather and fur material that Nordstrom currently sells. By doing this, the retailer will also be ahead of its competitors since they will be fur-free in comparison to those that are still killing animals to create clothes.

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