

BUSINESS

Nordstrom Sets Campaign for First Stand-alone Men's Store

● The retailer's first full-line New York City store will be a big flagship complex with separate men's and women's stores.

BY DAVID MOIN

Nordstrom today unveils a "Looking Forward" campaign to flag its first stand-alone men's store, which will open in Manhattan on Broadway between 57th and 58th Streets in April.

The men's store is part of a flagship complex, consisting of a 320,000-square-foot women's store scheduled to open in fall 2019 on 57th Street just across from the men's store, and the 47,000-square-foot men's store. The flagship is Nordstrom's first full-line location in New York City and most expensive store to date, exceeding \$500 million.

Olivia Kim, Nordstrom's vice president of creative projects, led the campaign creative in collaboration with Partners & Spade and said it reflects "how as a Seattle-based company, we are really looking forward to coming to New York. 'Looking forward' has a very positive spin. We really wanted to celebrate our people, our fashion authority, and our first foray into the

best city in the world."

The campaign shows Nordstrom staffers "to express who we are, some of the services we are excited about offering, and what will be our most elevated assortment from the men's point of view," Kim said.

Labels in the campaign include Acne, Carhartt WIP, Eleventy, Eton, Hickey Freeman, Norse Projects, Saturdays NYC and Tiger of Sweden and reflect the "approachability and accessibility" of Nordstrom's assortment, Kim said.

"In some ways, the campaign is very simple," added Anthony Sperduti, co-founder of the Partners & Spade agency. "It's people first. We're putting humanity in front of the camera. It's analogous to how Nordstrom sees the world. It's important for the campaign to be authentic to the brand proposition. At the same time, there's a fresh and sophisticated perspective on men's fashion. In the campaign, we have both employees and models, which serves to tell both sides of the story."

Other taglines are being used such as "Looking Forward to Making Sure the Shoe Fits," "Treating You Like Family," and "Looking Forward to Delivering in a New York Minute." The idea is to bolster Nordstrom's reputation for service and highlight



An ad from Nordstrom's men's store campaign.

LOOKING FORWARD TO SHOWING YOU WHAT WE'VE GOT.

200 W 57TH STREET APRIL 2018

NORDSTROM
MEN'S STORE NYC

the extensive footwear offering. According to Kim, Nordstrom's men's store will have a bigger shoe assortment than other Nordstrom stores. Brand partnerships and collaborations will spice up the presentation.

Nordstrom salespeople, a Nordstrom tailor and Cailin Caro, the manager of the men's store, are seen in the campaign, as well as five male models. The campaign will be in T Magazine, GQ, WSJ Magazine, in social media, on the store façade, on Nordstrom.com, in the Nordstrom catalogue and throughout the subway stations in the Columbus Circle area.

In other Nordstrom news, the Oak Park Mall full-line store in Overland Park, Kan., will be relocated to Country Club Plaza in Kansas City, Mo. The 116,000-square-foot store is expected to open in 2021, which is when the existing store will close.

"Kansas City continues to be a terrific market for us," said Jamie Nordstrom, president of stores for Nordstrom. "We want to grow our business here, which means we need to invest in bringing our customers the best we have to offer when it comes to both our digital capabilities and our physical locations."

"The addition of a new Nordstrom store advances Taubman and Macerich's promise to create a modern, point-of-difference experience on the Plaza," said William S. Taubman, chief operating officer, Taubman Centers Inc. "Exciting new retail and dining will ensure the district's future success."

Taubman Centers and The Macerich Co. jointly own and manage the 1.3 million-square-foot, mixed-use retail and office property located in Kansas City. The Oak Park Mall store opened in 1998 and was Nordstrom's first store in Kansas.

BUSINESS

Guess Caught by Misconduct Allegations, Market Rout

● The company has been investigating allegations against executive chairman Paul Marciano, who firmly denies any misconduct.

BY EVAN CLARK

Shares of Guess Inc. stabilized Friday after dropping sharply in the wake of model Kate Upton's #metoo allegations against Paul Marciano – allegations the executive chairman and chief creative officer firmly denies.

After falling 17.7 percent on Thursday, Guess shares rose modestly in morning trading, before a broad selloff on Wall Street pulled the stock back down. Guess ended down 3.4 percent to \$14.60 as the Dow Jones Industrial Average dropped 665.75 points, or 2.5 percent, to 25,520.96.

Investors appeared to be spooked by fears of higher inflation on the heels of

wage growth – the Labor Department said the economy added 200,000 jobs last month, while hourly wages grew 2.9 percent compared with a year earlier. Among the other fashion stocks hit with even steeper declines were: Coty Inc., down 4.3 percent to \$18.05; L Brands Inc., 3.7 percent to \$47.51; Fossil Group Inc., 3.7 percent to \$7.48; Urban Outfitters Inc., 3.1 percent to \$32.63; Macy's Inc., 2.9 percent to \$24.89, and Nordstrom Inc., 2.8 percent to \$47.85.

Inflation, however, would seem to be a much more distant concern for Guess, which is well known for its provocative advertising and still working its way through the allegations against Marciano.

Guess' stock roller-coaster ride started with Upton's tweet on Wednesday, which declared, "It's disappointing that such an iconic women's brand @Guess is still empowering Paul Marciano as their creative director #metoo."

But Marciano's conduct has been under a

microscope for some time.

In a filing with the Securities and Exchange Commission, Guess said it was notified that an entertainment web site was seeking to post allegations that Marciano "had acted inappropriately toward two women."

"The company immediately investigated the claims with the assistance of outside counsel, and at this time, the company has determined the following: One allegation was taken from a publicly available lawsuit that was filed in 2009," the filing said. "Mr. Marciano denied the allegation at that time, and a contemporaneous investigation conducted in 2009 by the company and outside counsel did not corroborate the plaintiff's claims."

"The second allegation concerns an aspiring model who is quoted anonymously in the story claiming inappropriate conduct in March 2016. Mr. Marciano also denies this allegation," the filing continued. "To date, the current investigation has not

corroborated either allegation, and the board of directors has been unable to determine that either accusation has merit."

The filing also said that Marciano denies any misconduct toward Upton.

"As Ms. Upton's concerns were just disclosed, they were not part of the company's current investigation, but the company will fully investigate her claims once they are known to determine if they have any merit," Guess said. "As of [Thursday], no specific allegations have been made by Ms. Upton."

The model's allegations, while vague, have spurred others on.

On Instagram, model Miranda Vee replied to Upton's post and alleged Marciano "sexually harassed" her at company headquarters and then later she was "date raped" by a friend of Marciano's. Vee said she tried to speak out and signed a nondisclosure agreement after being threatened.

The company did not respond to a request for comment.

BUSINESS

Christopher & Banks Names Keri Jones CEO

● The 30-year veteran of retailing has extensive experience at Dick's and Target.

BY DAVID MOIN

Keri Jones, formerly chief merchant at Dick's Sporting Goods and a longtime Target executive, has been named chief executive officer and a member of the board at Christopher & Banks, the women's

specialty retailer, effective March 12.

A 30-year veteran of retailing, Jones succeeds Joel Waller, who served as interim ceo and will stay on the board to help in the transition.

The search was conducted by Kirk Palmer Associates.

As executive vice president and chief merchant at Dick's, Jones was responsible for merchandising, product development and planning, allocation and replenishment. Prior to Dick's, she spent 27 years at

Target and held various positions, including executive vice president of global supply chain, executive vice president of merchandising planning and operations, senior vice president of health and beauty, and vice president, general merchandise manager of toys and sporting goods.

"She is a versatile global executive displaying outstanding leadership with a proven record of driving results through consumer-focused strategy development," said Kent Kleeberger, Christopher

& Banks chairman.

He added that Waller joined the company "during a difficult time and provided stability to the business, empowered our executives and put in place the executional merchandise strategy to move the company forward."

Jones said she looks forward to "leveraging the company's brand strengths to deliver improved operating results for the company's shareholders."

Christopher & Banks sells private branded women's apparel and accessories and operates 314 MPW stores, 78 outlets, 37 Christopher & Banks stores, 34 CJ Banks stores for plus sizes, and an e-commerce web site.