

RETAIL

Nordstrom launches sports concept

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Concept 017: Sports! Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. retailer Nordstrom has launched Concept 017: Sports, a new shop featuring products that combine style with athletic performance.

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Featuring exclusive capsule collections, Concept 017 brings new life to training, running, cycling, tennis and golf. The concept store is available online at Nordstrom.com and in select stores until the end of July 2022.

"Heading into summer, we are excited to offer the Nordstrom customer a fresh take on sports products," said Sam Lobban, senior vice president of design and new concepts at Nordstrom, in a statement.

"Whether you are a performance athlete or just trying out a sport for the first time, we hope Concept 017 offers something unique and interesting you may not have seen before."

Sports!

Concept 017: SPORTS! will feature exclusive capsules for several sports.

Golf will feature Bogey Boys and Malbon Golf, while tennis will feature Full Court Sport, Lacoste, Palmes, Paterson and Reigning Champ.



The retailer has been setting up pop-up shops and concepts to engage customers in person and online. Image credit: Connie Zhou

Running and training will feature 2XU, District Vision, Hoka One One, O Design Studio, On Running and Y-3. Cycling will feature Rapha, MAAP and Pas Normal Studios.

Five of the 16 brands will be available at Nordstrom for the first time.

The shop includes a range of women's and men's ready-to-wear, shoes and accessories, with products from \$7 - \$500.

Last fall, the retailer debuted a new home concept at its New York flagship, looking to capitalize on the sector's strong growth.

Nordstrom Home is a new two-story retail experience at the retailer's Manhattan location, near the corner of Broadway and 57th Street. The store-within-a-store concept will feature an extensive selection of home goods, helping shoppers further curate spaces that reflect their personal tastes ([see story](#)).

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