Retail Innovation Shout Out: Nordstrom to bring Topshop to U.S. Stores

In the retail industry, fashions and styles are constantly changing. As Heidi Klum would say, “One day you’re in and the next day you’re out.” Keeping up with popular trends and ensuring consumers can find them in stores can be a crucial challenge for retailers. Nordstrom’s latest exclusive partnership with Topshop and Topman from across the pond demonstrates their commitment to providing a unique shopping experience for their consumers, with the best selection of merchandise available.

Topshop is a popular clothing brand in the United States, but outside of four locations, it was previously only available for purchase online. Now, shoppers can walk into Nortdstrom’s “store-within-a-store boutique” and see and experience the British line in person. Considering the popularity of similar European retailers like H&M and Zara in the U.S., it seems Nordstrom has found a way to turn a potential competitor into an ally, thus expanding both their reach and Topshop’s to new consumers – a win for both companies.

As our world grows smaller with more people travelling and communicating globally, this is a great example of using merchandise innovation to compete in the global market. It sets a precedent that many other retailers are sure to follow.

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