Mega online e-tailer ASOS makes physical store debut with Nordstrom

By Roxanne Robinson - May 20, 2022

Ask Google if Asos has any stores, and your query will lead you to a page on the brand's website explaining their raison d'etre.

"We're all about online at ASOS, so you won't find us in your local mall. We've got hundreds of brands and thousands of products that just wouldn't fit into a store," the message read.
The pioneering online e-tailer that debuted in 2000 will soon be updating that copy. As of May 20, the British-based fast-fashion retailer geared at Gen Z and younger millennials will be available IRL (in real life) at select Nordstrom stores.

The Seattle-based retailer has been carrying a vast selection of the brands’ goods online since November of 2021. After testing a physical selling model in recent months at several Nordstrom store locations with pop-ups, the department has committed to carrying the products physically.

The breadth of the ASOS assortment—they carry over 850 brands— is one reason the outfit claims they don't have stores. Nordstrom will commit to 650-plus styles, with most priced at under $100 in a size range from 00-26.

The ASOS product will be refreshed monthly both online and in-store and will be available in 10 Nordstrom markets: Nordstrom NYC (both men's and women's); Los Angeles, CA; Bellevue, WA; Chicago, IL; Dallas, TX; Aventura, FL; Scottsdale, AZ; Brea, CA; and San Diego, CA.
A co-branded 'ASOS | Nordstrom' at The Grove Nordstrom in LA emphasizes the new in-person offerings. The two-story 20,000 square-foot space will include a unique curation of merchandise from different brands such as Topshop, Nike, WAYF, Levi's Denim remake and vintage partners.

Nordstrom plans to test activation concepts in the space referred to as a "young adult incubator," in a release. This will include flexible content creation spaces that will evolve, exclusive services offered by influencers and brands, ear piercing, and more. The aim is to discover what inspires 20-something customers and bridge the digital and physical retail gap.

A sneaker cleaning service will be offered by Jason Markk, a line of eco-conscious sneaker care products. The fit was a natural for Nordstrom, founded as a shoe store in 1901. Garment customization will be provided by Lot, Stock, and Barrell, known for elaborate, painterly embroideries.

Recognizing this generation's values in environmental sustainability and circularity, Nordstrom will offer ways for customers to dispose of packaging and garments or rework clothes. In addition to the sneaker cleaning, the space will provide clothing donation, BeautyCycle and clothing repair for customers.

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