

## Nordstrom launches Anthropologie Home partnership

By [Robin Driver](#) - 7 March 2018

Seattle-based department store chain Nordstrom announced on Monday that it will offer over 200 items from URBN-owned lifestyle brand Anthropologie Home, starting March 2018.



collection will launch in March 2018 - Nordstrom

Categories in the collection will include kitchen, dining and entertaining, bed and bath textiles, room décor, stationery and hardware.

Anthropologie Home at Nordstrom aims to offer a mix of classic pieces and new seasonal designs. The collection also features a series of exclusive artistic collaborations showcasing the work of 20 artists from around the world, including Massachusetts-based ceramicist Molly Hatch, British painter Sally Muir and All Roads

Design, a Los Angeles studio which contributed a set of artisanal textiles.

Nordstrom has selected 15 stores in 10 states for the collection launch, with locations in California, Washington, New Jersey, Minnesota, Illinois, Texas, Colorado, Georgia, Arizona and Virginia.

“We are thrilled to be launching the best of Anthropologie Home into 15 Nordstrom stores and on Nordstrom.com. Home is a category we continue to evolve and being Anthropologie's partner will allow us to introduce dynamic home product with a regular cadence,” stated Gemma Lionello, executive vice president and general merchandise manager, Nordstrom, in a release.

Andrew Carnie, president of Anthropologie home, garden and Europe, commented, “Anthropologie Home has evolved significantly over the past several years, becoming a sought-after design resource for every room of the home. We are thrilled to take this important next step with Nordstrom as our partner in the United States.”

Anthropologie Home was founded in 1992 and is currently led by David W. McCreight, president of Urban Outfitters, Inc. (URBN) and CEO of the Anthropologie Group. The omnichannel retailer operates through a network of 226 stores in the US, Canada and Europe, as well as through its website.

Nordstrom, Inc. recently announced better-than-expected results for the fourth quarter 2017, with sales driven by online activity. The company also reported on Monday that it had rejected an initial take-private offer worth around \$8.4 billion made by its founding family.

Anthropologie Home items will be available at select Nordstrom full-line stores, as well as on the retailer's website, from March 19, 2018.

By Robin Driver

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