

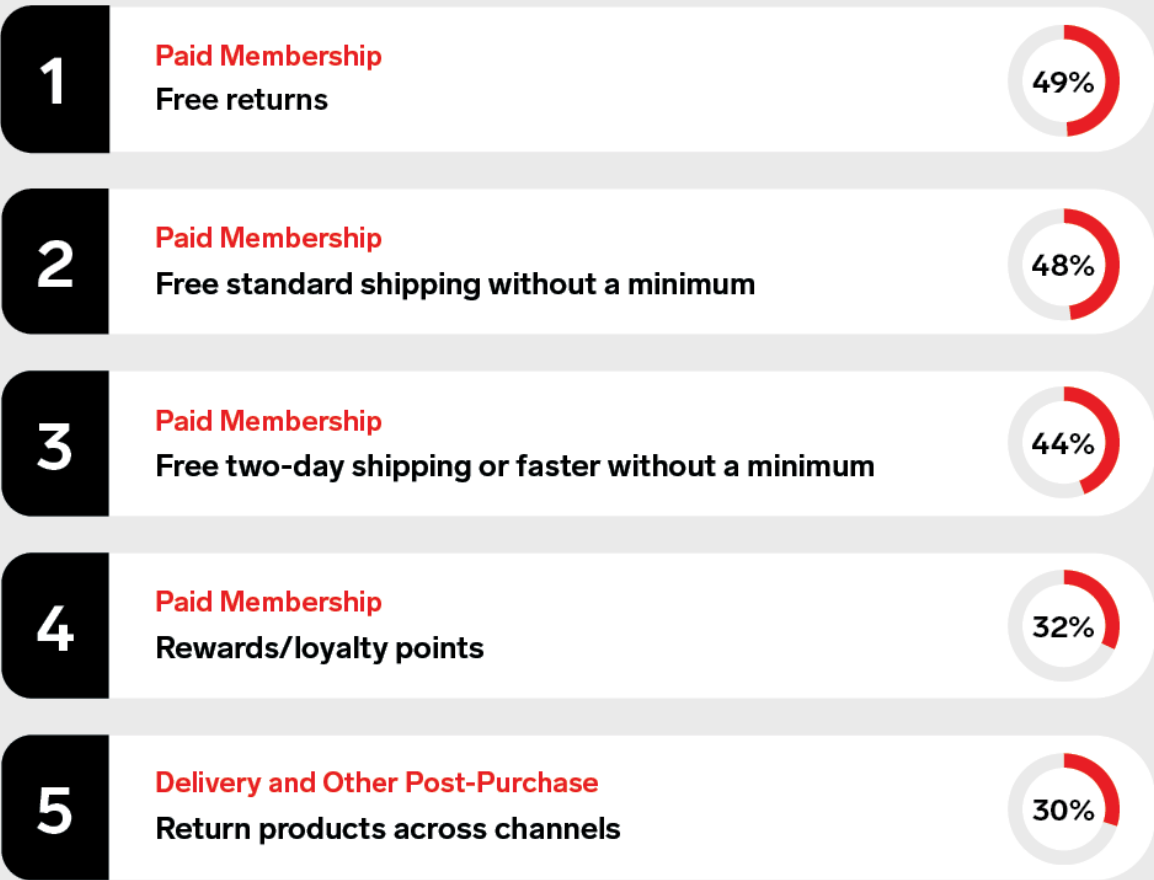
# Reimagining Retail: Apparel retail features that pop and how Nordstrom bridges online and in-store experiences

Audio

On this episode of Reimagining Retail, our analyst Suzy Davidkhanian hosts resident apparel expert Sky Canaves. In "Pop-Up Rankings," they discuss several features from the inaugural apparel benchmark study that didn't rank as high as they would have expected. In the second segment, "What's In-Store," Sky and Suzy visit Nordstrom to check out its click-and-collect hubs, the mobile app scan feature, and different store activations.

## Top 5 Most In-Demand US Apparel Retail Features, Dec 2021

% of respondents who called each feature "extremely valuable"



*Methodology: Between December 14 and December 29, 2021, Insider Intelligence surveyed 1,711 US adults (ages 18 to 75) who had purchased apparel in the previous 12 months, to gauge the degree to which they value 47 apparel retail features. The margin of error was ±2.36 percentage points at the 95% confidence level. Respondents were selected from a panel to align with the US population on gender, age, household income, region, race, and ethnicity. The survey was fielded online by a third-party sample provider.*  
*Source: Insider Intelligence, "US Apparel Retail Features Benchmark 2022," March 2022*

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