

The Nordstrom Anniversary Sale in Review

*BASED ON SHOPSTYLE COLLECTIVE DATA FROM LAST YEAR'S SALE, JULY 12TH-AUGUST 5TH 2018

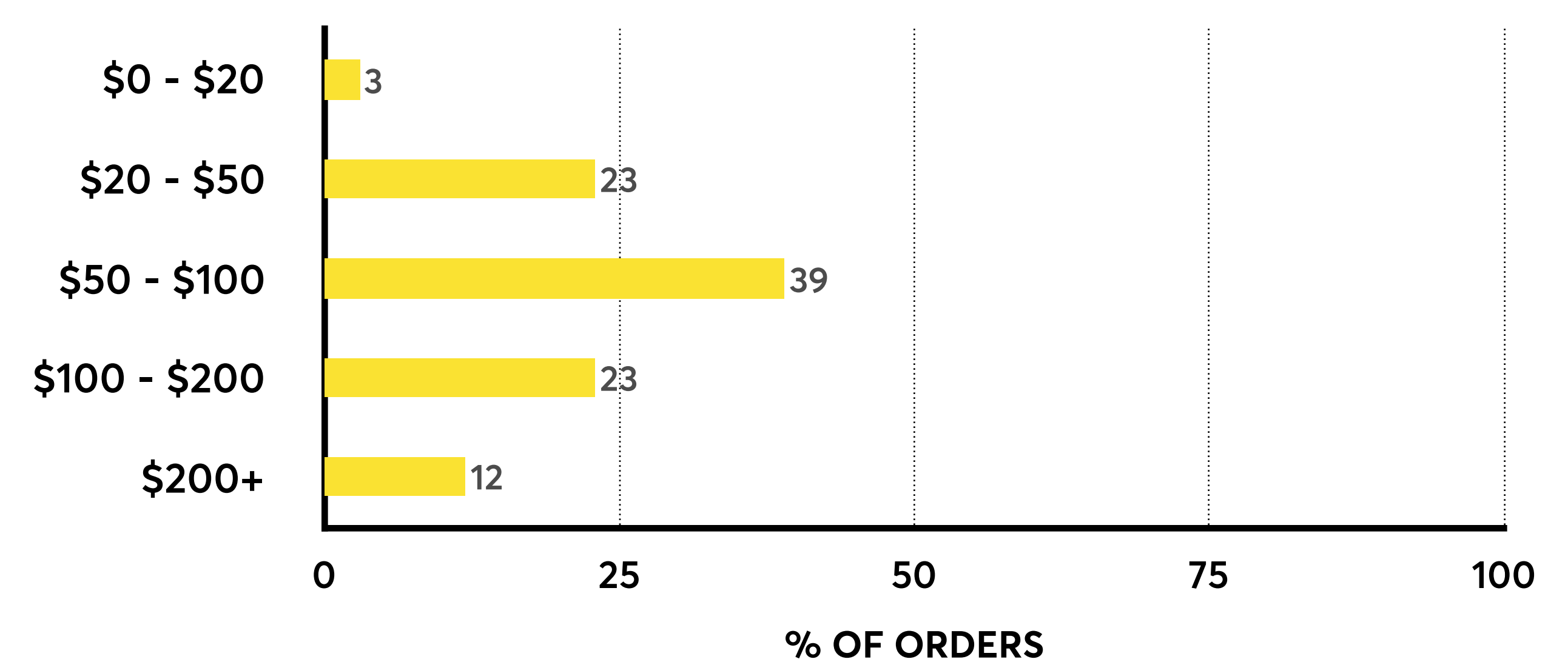
TOP BRANDS

1. BP	CVR: 1.10%	6. Halogen	CVR: 1.37%
2. Zella	CVR: 1.38%	7. Topshop	CVR: 0.97%
3. Caslon	CVR: 0.90%	8. Nordstrom	CVR: 1.75%
4. Gibson	CVR: 1.85%	9. Natori	CVR: 3.10%
5. Barefoot Dreams	CVR: 1.04%	10. Madewell	CVR: 1.16%

TOP CATEGORIES

1. Sweaters	CVR: 1.17%
2. Tops	CVR: 1.23%
3. Jeans	CVR: 1.31%
4. Dresses	CVR: 0.77%
5. Intimates	CVR: 1.99%

TOP PRICE POINTS



TOP PRODUCTS



ZELLA
Live in High
Waist Leggings
1.49% CVR



BP.
Stitch Curve
Hem Cardigan
1.09% CVR



BAREFOOT DREAMS
CozyChic Lite
Circle Cardigan
0.94% CVR



NATORI
Feathers Underwire
Contour Bra
3.27% CVR



GIBSON
Living in Yellow
Maggie Twist Hem Top
6.46% CVR