



Above Clusters of mannequins serve as the gateway to each merchandise zone, which runs from the central aisle to a clear, well-merchandised back wall.

and Thanksgiving. From mid-November to the spring, says Morton, customers flock to the fashionable Waterside Shops lifestyle center (also home to Saks Fifth Avenue, Gucci, Ralph Lauren, etc.) before they return north for the summer. "Our other South Florida stores have a similar seasonal swing," says Morton, "but not as dramatic."

So the Naples store has been designed to shape-shift from busy winter to quiet summer. The old, more formal departments have been redefined as more loosely structured zones. Replacing the interior walls and departmental identifications are presentation vignettes featuring mannequins and merchandise propping to create what the designers refer to as "interior display windows" into each zone.

Whereas in a bigger Nordstrom store there might have been eight different women's apparel departments, identified by lifestyle or designer brand, here there are two designer areas and three women's areas. "We don't want to be landlocked by lifestyle department concepts anymore," says Morton. "We want departments that can easily grow or shrink, by season, by fashion changes, by shoppers' needs."

The shoe department is as robust as ever, a full offering on the main floor that includes a redesigned salon shoe department, selling the top-tier women's designer and fashion brands. But to fit into the smaller space, Nordstrom did

Below The big, open departments are designed to expand in the winter, shrink in the summer as the Florida population and climate change. The retailer also combined former groupings, compressing the normal eight women's apparel departments into five.

