



LACEY TAYLOR

Nordstrom Visual
Merchandising Manager

What is your current role? How did you get where you are today?

Currently, I am an Assistant Visual Merchandising Manager for Nordstrom. I manage not one, but two teams in the Seattle/Tacoma area. Prior to Nordstrom, I worked for Sears and Forever21 in college. After various sales and merchandising jobs with those companies, I landed a job at Nordstrom Rack in Sacramento. I knew I wanted to grow at Nordstrom and was very vocal about my goals with management. Eventually, I was able to get on the Visual Merchandising team for Nordstrom in Sacramento and Roseville. In order to grow with the company, it is best to be mobile which brought me up to Seattle!

What is your favorite part of your current job? Least Favorite?

My favorite part of my job is window construction and production. It is a dying art, but I love all aspects of it. My least favorite part of my job is the attitude that, "Visual can take care of that." That seems to happen due to us being so well rounded in our skills and knowledge

What the biggest challenges you've faced in your career so far?

It's no secret that retail in general has been challenged over the last few years. My company has gone through several phases of realignment over the years, which means more work for us all. That, in and of itself, becomes a challenging balancing act.

What skills, abilities, and personal attributes are essential to success in your position/the fashion industry as a whole?

Being a self-starter is extremely important. There won't always be someone around to find the answers for you. Adaptability and perseverance are important personal attributes to have as well. Some skills that are important: time-management, collaborating with others on a team, networking, knowing when/how to be a leader, being solution oriented, and taking criticism/feedback with grace.

How relevant is your undergraduate major to your work? Having been through this program, what are some lessons you've taken with you throughout your career?

There are a lot of aspects I learned that I was able to apply to my career. I enjoyed this program because it made me well rounded, unlike other two-year programs that can pigeon-hole you and not give you all of the skills you may need. The two biggest ones that I use almost every day in my line of work are: basic design principles and knowing/understanding your target market.

What are three things you wish someone would have told you when you were going through this program?

Don't drop your minor the semester before you graduate (it'll leave you too short on credits). Don't talk yourself out of continuing your education (Yes! You're good enough to apply!) The fashion and retail world is a rapidly changing industry, don't set your sights on one particular aspect, be open to change.