

Newsletter - 11/15/2010

IDENTITY

[Identity](#) Director [Andrew Walton](#) directed a series of documentary-style web films for Nordstrom as part of the retailer's "Career Mode" campaign. Walton was deeply involved in the production, overseeing most of the casting, and by the time filming started he'd already established a relationship with his cast. This enabled them to feel at ease and allowed for more intimate interviews. Walton previously collaborated with the Nordstrom creative team on a video wall constructed outside the new Nordstrom Rack retail store in New York's Union Square. The four docu-style, cinematic sartorial portraits, titled "[Melissa- Interior Designer](#)", "[Dave-Media Entrepreneur](#)", "[Alison-Marketing Freelancer](#)", and "[Bryan-Tax Accountant](#)", provide snapshots of Nordstrom customers in everyday situations, both in their real homes and at their real jobs. Walton spent four days shooting in Seattle and Los Angeles, capturing close to 50 hours of interview and location footage. Documentary Editor [Jinx Godfrey](#), who cut the Oscar-winning film "Man on Wire", edited the campaign through [Union Editorial](#) in New York.

