

# NORDSTROM

## **Nordstromsilverscreen.com Broadcasts Second Installment of Shoppable Music Videos Just in Time for Holiday Shopping**

December 5, 2005

Broadband Entertainment Channel Premieres Interactive Culture Club Video Remix

Featuring Designer Clothing, Shoes and Handbags Available on Nordstrom.com

SEATTLE, Dec. 5 /PRNewswire-FirstCall/ -- Nordstromsilverscreen.com releases its second shoppable music video. Culture Club's I'll Tumble 4 Ya (E.M.I.) video remix is directed by Olivier Gondry, executive produced by Michel Gondry with music remixed by JXL, and choreographed by "Rent" film choreographer Keith Young. In the video, new footage features men and women wearing Nordstrom merchandise blended with the original Culture Club video footage. Twenty-nine fashion items are featured from collections such as Robert Rodriguez, LaROK, L.A.M.B. by Gwen Stefani, Diane von Furstenberg and more.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO> )

Launched last month, with a shoppable video remix of The Go-Go's Our Lips are Sealed, Nordstrom Silverscreen.com is a broadband entertainment channel combining the best of fashion, music and technology and is sure to inspire holiday shoppers with its latest video premiere from Culture Club. Taking cues from fashion and music of the 80's, Nordstromsilverscreen.com re-mixes the Culture Club video, literally inserting today's fashions into the original video. Viewers are one click away from purchasing items featured in the video directly from Nordstrom.com. Silverscreen also features an online mixing room that uses never seen before mix-and-match technology giving customers a chance to assemble an entire wardrobe that can be sent to a friend as a not-so-subtle gift suggestion.

Anyone interested in downloading Nordstrom Silverscreen can get it through a link on the Nordstrom.com home page. Customers who have already downloaded Nordstrom Silverscreen, will receive an alert on their desktop that the new Culture Club video is ready for viewing. An announcement about the premiere of the Culture Club video will also be part of the weekly email that is sent to Nordstrom customers on December 6th.

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### SOURCE

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