

NORDSTROM

Nordstrom Adds E-Commerce to Designer Collections Website

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Several New Designers and More Ways to Shop Also Added to the Online Luxury Shopping Experience

SEATTLE, Nov. 6 /PRNewswire-FirstCall/ -- Nordstrom, Inc. (NYSE: JWN) today announced the launch of several site enhancements to its Designer Collections website. E-commerce functionality is one of the most anticipated new features of the site, however, customers will continue to have the ability to order via phone and to interface with the dedicated team of Designer Collections specialists via live chat and email. Launched in February of this year, the Designer Collections website supports the retailer's efforts to bring a more complete version of what Nordstrom stores have to offer online. Customers are now able to directly order designer ready-to-wear, shoes and accessories featured on its website from the original ten designer shops including Burberry, Dolce & Gabbana, Marc Jacobs and more.

Other site enhancements include the addition of several designers including 3.1 Phillip Lim, Burberry Prorsum, D & G Dolce & Gabbana, Habitual, Iisli, Just Cavalli, Milly, Tracy Reese, Tory Burch and Vince. Burberry accessories including scarves, headwear and rain gear have also been added to the merchandise mix. The latest version of the site also includes the addition of Nordstrom store designer departments including Collectors, "via C," Designer Shoes and Designer Handbags and Accessories. These new department shops offer customers the ability to shop by category for example, "boots," "pumps," "flats" or to shop by designer name.

"Our goal is to give our designer customer the best product the market has to offer whether they are shopping in our stores or online," said Pete Nordstrom, president of merchandising at Nordstrom. "Sales have exceeded expectations since our initial launch and we feel that we can serve customers even better now by taking orders directly online."

This launch is phase two of a multi-phased project release. Phase three, scheduled to launch in February of 2007 includes adding even more designer collections to the online offering.

About the Designer Collections website

Launched in February of 2006, the Designer Collections website is a revolutionary hybrid of illustration, animation and fashion photography designed as an avenue with individual designer shops including Armani Collezione, Blumarine, Burberry, Dolce & Gabbana, Donna Karan, Marc Jacobs, Michael Kors, Missoni, Ralph Lauren and Roberto Cavalli. Illustrated by artist Ruben Toledo, the site uses Flash technology to provide an unparalleled online designer shopping experience.

From the Nordstrom homepage at www.nordstrom.com, customers can access the site by clicking on the "Designer Collections" tab in the top navigation bar. From there, customers are transported to an illustrated boulevard of ten designer shops with a Nordstrom store at the end of the avenue. Each shop has its own branded designer concept -- Dolce and Gabbana's shop is an Italian palazzo, Donna Karan's is a New York brownstone, while Marc Jacobs' has the ivy-covered facade of his Los Angeles storefront. Nordstrom worked closely with each of the design houses to get the details of their virtual boutique just right.

The site features ready-to-wear, shoes and accessories collections providing customers with the opportunity to shop in a total designer merchandise environment. The interior of each shop features Ruben Toledo fashion illustrations that mirror the look and feel of the designer's collection. Once a customer clicks on a ready-to-wear, shoe or accessory illustration, the site reverts to fashion photography and customers can then view photos of items from the designers' collections. The site also features a store locator and designer event listings.

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 156 U.S. stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 99 Full-Line Stores, 49 Nordstrom Racks, five Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 34 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online presence at <http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

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