NORDSTROM

Nordstrom Opens First Full-Line Store in Hawaii at Ala Moana Center

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SEATTLE, March 7, 2008 /PRNewswire-FirstCall/ -- Leading fashion specialty retailer Nordstrom, Inc. (NYSE: JWN) opened the doors of its first full-line store in Hawaii today at Ala Moana Center in Honolulu. Nordstrom has served customers in Hawaii for over 40 years, beginning in 1966 with leased shoe departments at Liberty House stores and later with a free-standing shoe store and a Nordstrom Rack store at Ward Centers.

The new 210,000-square-foot Nordstrom will offer the islands a compelling selection of designer, luxury and quality fashion brands in clothing, accessories, cosmetics, and shoes. The store will feature a comprehensive offering of American and European designer collections including Armani, Burberry, Burberry Prorsum, Dries Van Noten, Giambattista Valli, Lanvin, Marchesa, Michael Kors, Missoni, Nina Ricci, Oscar de la Renta, Roberto Cavalli, Thakoon and Versace. Nordstrom will also offer an extensive selection of designer shoes and handbags from names such as Burberry, Chloe, Hogan, Lanvin, Manolo Blahnik and Yves Saint Laurent.

"We are excited to welcome customers into the new full-line store and show them all that Nordstrom has to offer," said store manager Brian Tatsumura. "This store has been a long time coming and we hope that customers will give us the chance to earn their business."

In addition to a great selection of fashion merchandise, Nordstrom offers a number of services to enhance the shopping experience. These amenities include an in-store alterations and tailor shop, Personal Touch -- a complimentary wardrobe and shopping service, bra and prosthesis fitters, complimentary gift boxes and a family restroom. Nordstrom at Ala Moana Center will also feature four food offerings, including a Marketplace Cafe, two espresso bars and the company's only Gelato Bar.

Opening day started at 7:30 a.m. with Nordstrom hosting a cosmetics tailgate party outside its mall entrance. Shoppers enjoyed complimentary beauty and skincare consultations, learned about the latest trends in makeup and fragrance, and received samples and gifts with purchase. When the store opened at 9:30 a.m., over 600 excited employees lined the aisles and cheered enthusiastically to welcome the first customers through the doors.

Earlier in the week, Nordstrom held an opening gala that raised nearly $400,000 for partnering charities Bishop Museum, Hawaii Theatre Center and HUGS (Help, Understanding and Group Support). Guests had an opportunity to shop in the new store while enjoying hors d'oeuvres, dinner and dessert buffets, specialty drinks and live entertainment. The highlight of the evening was two full-scale runway fashion shows featuring spring 2008 designer collections for women and men. The shows were held in a hangar-size tent adjacent to the store and featured theatrical lighting and 40 models walking a 64-foot runway.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 157 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 103 full-line stores, 50 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also 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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