

# NORDSTROM

## **Nordstrom Opens New Store at South Shore Plaza in Braintree, Mass.**

March 26, 2010

SEATTLE, March 26, 2010 /PRNewswire via COMTEX/ -- Leading fashion specialty retailer Nordstrom opened the doors to its new store in Braintree, Mass. today at South Shore Plaza. The 150,000 square-foot store is the fourth Nordstrom full-line store in the greater Boston area and will offer a well-edited selection of quality and luxury fashion brands for women, men and children.

"We're thrilled to be opening a store in the new wing of the mall," said Lisa Berg, South Shore Plaza store manager. "We look forward to serving our customers in Boston and on the South Shore and hope to offer them a great shopping experience."

The new three-level Nordstrom store features a compelling selection of clothing, accessories, shoes and cosmetics. Customers can shop from emerging designers such as Elizabeth & James, Alice + Olivia, Tracy Reese, Habitual, McGinn, Milly and Vince. To complement this offering, the store also offers Marc Jacobs, Jimmy Choo, Michael Kors, Ferragamo and Burberry handbags, as well as footwear from Vera Wang Lavender, Cole Haan, Coach, Via Spiga and Stuart Weitzman.

Nordstrom at South Shore Plaza offers a number of services to enhance the shopping experience. These amenities include in-store alterations and tailor shop, certified bra and prosthesis fitters, shoe shine, complimentary gift boxes and Personal Stylist -- a complimentary wardrobe and shopping service. The store will also feature two food offerings: a Cafe Bistro and an espresso bar.

Opening day started at 8:00 a.m. with Nordstrom hosting a cosmetics Beauty Bash. Shoppers learned about the newest cosmetics and fragrances for the spring season, and enjoyed complimentary skincare consultations and makeup lessons from Nordstrom beauty advisors. When the store opened at 10:00 a.m., more than 300 excited employees lined the aisles and cheered enthusiastically to welcome customers through the doors.

On Wednesday night, 1,200 guests attended a gala hosted by Nordstrom. The event raised more than \$70,000 for three local nonprofits: The American Red Cross of Massachusetts Bay, Massachusetts Society for the Prevention of Cruelty to Children and Spaulding Rehabilitation Hospital.

Nordstrom opened its first store in the Boston area at Natick Collection in 2007.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 189 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 113 full-line stores, 73 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also serves customers through its online presence at [www.nordstrom.com](http://www.nordstrom.com) and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

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