

NORDSTROM

Nordstrom and Disney Celebrate 45th Anniversary of 'it's a small world' With Kid's Fashion Apparel and Accessories Collection

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SEATTLE, Feb. 28, 2011 /PRNewswire via COMTEX/ --

Nordstrom and Disney Consumer Products (DCP) will celebrate the 45th anniversary of the beloved 'it's a small world' attraction at Disneyland(R) park with a whimsical collection of stylish children's apparel, accessories and footwear beginning today. The collection is inspired by world-renowned Disney artist Mary Blair's original mid-century artwork created for the attraction, and by Walt Disney's belief that we are united in our love of children and our dreams of a better tomorrow.

Four seasonal collections for newborns, infants and toddlers will hit Nordstrom stores nationwide and nordstrom.com/smallworld throughout 2011, each delivery representing an individual country: 'Japanese Spring' launches the line on February 28, followed by 'Indian Summer' in June, 'Scottish Fall' for September, and 'Russian Holiday' in November. Each collection includes items priced from \$18 to \$169 from collaborators such as Petunia Pickle Bottom, TOMS Shoes, FEED, Trumpette, Baby Nay and Mighty Fine.

"When Disney shared Blair's original artwork with us from its archives, we were excited about how well it would translate into quality merchandise," said John Hunt, Nordstrom merchandise manager for infants and toddlers. "We hope our customers will love this art-driven collection as much as we do."

In 1964, Walt Disney introduced a nine-minute boat ride- *It's a Small World - a Salute to UNICEF*- dedicated to children around the world at the 1964 New York World's Fair. In 1966, the attraction opened at Disneyland and today continues to carry guests past familiar miniature scenes of world's monuments, animals, birds and children all singing and dancing to the unified tune of "it's a small world." Among all of Disney's theme parks, there is not a moment of the day the song is not played.

"Our creative team here at Disney Consumer Products has always been inspired by the original Small World art and wanted to draw upon the magical story, prints and patterns, and diverse iconography to create this design-driven contemporary children's collection that brings beauty, meaning and the legacy of 'it's a small world,'" said Robert Oberschelp, director, Disney Collections, DCP. "This collection is especially great for gift-giving and keepsakes as the story of Walt Disney's 'it's a small world' is truly timeless."

To give back, Nordstrom and Disney are teaming with TOMS Shoes and FEED Projects to offer philanthropic pieces in the collection. TOMS Shoes will give a pair of new shoes to a child in need, while FEED Projects Small World items will benefit UNICEF, which was the ride's original 1964 beneficiary. Funds raised from the sales of FEED's collection of items will enable UNICEF to provide vitamin supplements to children in need. FEED Projects Co-Founder and CEO Lauren Bush will also make a special appearance to help promote the collection at Nordstrom at The Grove in Los Angeles on Wednesday, February 16 from 3:30- 5 p.m.

Customers can receive a collectable, limited-edition lithograph of Mary Blair's artwork each season with any purchase from the line (one per customer, while supplies last). There will also be special Disney character artists drawing at Nordstrom Downtown Seattle on March 19, Nordstrom Pleasanton (Pleasanton, Calif.) on March 20, Nordstrom Oakbrook Center (Oakbrook, Ill.) on March 26 and Nordstrom NorthPark Center (Dallas) on March 27. Further information on in-store events is available at nordstrom.com/smallworld.

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 204 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 115 full-line stores, 86 Nordstrom Racks, two Jeffrey boutiques and one clearance store. Nordstrom also serves customers through its online presence at www.nordstrom.com and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

About Disney Consumer Products

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) and its affiliates that extends the Disney brand to merchandise ranging from apparel, toys, home decor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion & Home and Disney Food, Health & Beauty. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.DisneyStore.com and www.DisneyStore.co.uk, the company's official shopping portals. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Japan. For more information, please visit www.disneyconsumerproducts.com or follow us at www.youtube.com/disneyliving, www.facebook.com/disneyliving and www.twitter.com/disneyliving

CONTACT: John Bailey
Nordstrom, Inc.
(206) 373-2415

Tara Settembre-Ocampo
Disney Consumer Products
(818) 544-0393

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