

# NORDSTROM

## Pops of Bold Color, Vintage Shapes Update Lingerie Wardrobes for Spring

April 9, 2012

### Shop the Newest Styles at Nordstrom Frill Seekers Events on April 20-21

SEATTLE, April 9, 2012 /PRNewswire/ -- Bring your girlfriends and get a peek at the newest lingerie styles for spring during the Frill Seekers events at Nordstrom stores nationwide on Friday, April 20 and Saturday, April 21. Try out flirty new looks with the help of your own lingerie stylist and receive a gift with your \$50 bra and panty purchase, while supplies last.

"It's time to break the basic nude and black lingerie rules with unexpected pops of bold color this spring," said Lauren Harp, Nordstrom national fit stylist. "Customers can update their lingerie by mixing and matching bras and panties in vibrant hues of pink, purple, green or orange." Lauren also suggests adding vintage-shaped lingerie pieces like a lacy 3/4 bra with a wider band at the bottom or a 50s-style, high-waisted brief. "This retro silhouette gives the illusion of more coverage, but has a *Mad Men*-inspired sexiness to it," said Harp.

Whether you're looking for lingerie that's seductive, romantic, flirty, or a little bit of everything, Nordstrom has you covered – or not – in up-to-date styles from brands such as Betsey Johnson, Natori, Chantelle, Wacoal, Kensie and Freya.

It goes without saying that the perfect look starts with the perfect fit, and Nordstrom lingerie stylists will ensure that each customer is wearing the right size, ranging from band sizes 30-46 and cup sizes AA-K. Following a quick fitting, Nordstrom stylists will help you find the best lingerie looks for your size, shape and style.

For more details or to schedule an appointment with a lingerie stylist, call your nearest Nordstrom store or visit [Nordstrom.com/frillseekers](http://Nordstrom.com/frillseekers). For every bra purchased at the event, Nordstrom and participating brands will donate \$2.00 to Susan G. Komen for the Cure® to help support research and lifesaving community programs. In 2012, Nordstrom will make a combined minimum contribution of \$200,000 to Susan G. Komen through its Frill Seekers events and select local Susan G. Komen Race for the Cure® sponsorships.

#### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure® works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 50 countries. Visit [komen.org](http://komen.org). Connect with us on Facebook and Twitter.

#### **About Nordstrom, Inc.**

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 226 stores in 30 states, including 117 full-line stores, 105 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. Nordstrom also serves customers through [Nordstrom.com](http://Nordstrom.com) and through its catalogs. Additionally, the Company operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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