

# NORDSTROM

## Shoefitr And Nordstrom Announce Partnership To Provide Better Fit To Online Customers

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SEATTLE, Dec. 18, 2013 /PRNewswire/ -- Shoefitr ([www.shoefitr.com](http://www.shoefitr.com)), which provides improved fit and sizing information for customers buying shoes online, has partnered with Nordstrom, Inc. (NYSE: JWN) to help customers shopping on Nordstrom.com find the right fit. As part of the partnership, Nordstrom has also made an investment in [Shoefitr](http://Shoefitr).

The capability is now live on Nordstrom.com and uses Shoefitr's 3-D imaging software to provide size and fit recommendations on some of the company's most popular shoe styles that the customer is interested in buying.

"We build products that give online shoppers an experience that mimics the tactile comparisons customers value in-store and provide guidance similar to what they would receive from store employees," said Matt Wilkinson, CEO of Shoefitr. "The result is a more personalized, informative and engaging shopping experience."

"We started as a shoe store and shoes have always been core to our business," said Jamie Nordstrom, president of Nordstrom Direct. "We know our customers love to buy shoes in our stores or online. Our goal is to offer the kind of selection, sizes and service to make sure our customers find shoes that fit properly. Shoefitr's technology is one of the ways we're bringing that focus on fit to help customers shopping online. We think ultimately this will add to their confidence about buying shoes from us online."

### **About Shoefitr**

Shoefitr ([www.shoefitr.com](http://www.shoefitr.com)) is the global leader in virtual footwear fitting and has built the world's largest database of footwear measurements. Brands such as Saucony, Heels.com, Soccer.com, and others use Shoefitr's technology to provide online customers with reliable fit information while helping retailers reduce fit-related returns and increase sales. Shoefitr uses 3-D imaging to create a database of internal shoe measurements for various manufacturers' styles and product lines. The app allows customers to compare the size and shape of a shoe they want to purchase online to predict a comfortable fit.

### **About Nordstrom**

[Nordstrom, Inc.](http://Nordstrom, Inc) is one of the leading fashion specialty retailers based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 261 stores in 35 states, including 117 full-line stores, 141 [Nordstrom Racks](http://Nordstrom Racks), two [Jeffrey](http://Jeffrey) boutiques 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](http://HauteLook). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### **MEDIA CONTACTS:**

Brooke White  
Nordstrom, Inc.  
(206) 303-3030  
[Brooke.White@nordstrom.com](mailto:Brooke.White@nordstrom.com)

Matt Wilkinson  
Shoefitr  
(908) 507-0985  
[matt@shoefitr.com](mailto:matt@shoefitr.com)

(Logo: <http://photos.prnewswire.com/prnh/20001011/NORDLOGO>)

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