

NORDSTROM

Nordstrom Launches Give-Back Brand Treasure&Bond

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Five percent of net profits will support nonprofits that empower women and girls

[Multimedia Press Kit](#)

SEATTLE, Aug. 11, 2014 /PRNewswire/ -- Today, Nordstrom announced the launch of the company's first-ever private label give-back brand, Treasure&Bond, which will be available in the TBD department at 86 stores around the country and on nordstrom.com. Drawing from classic wardrobe staples – think washed denim, soft plaid shirts, tees and moto jackets – Treasure&Bond offers customers an updated, lived-in and vintage feel, at a great price; for example, all denim is under \$100. Five percent of net profits of Treasure&Bond will go to nonprofits that work to empower women and girls.

"Providing our customers the latest trends in fashion and giving back to the communities that support us are both long-standing commitments for us at Nordstrom," said Mark Tritton, president of Nordstrom Product Group. "Treasure&Bond is the perfect way for us to bring the two together for our customers—we're giving them an opportunity to look great while also helping support organizations that are really making a difference in our communities."

Treasure&Bond's first beneficiary is Girls Inc., an organization that inspires girls to be strong, smart and bold. Girls Inc. provides more than 138,000 girls across the U.S. and Canada with life-changing programs and experiences and give girls the tools they need to boldly face challenges.

"When we created Treasure&Bond and decided it would be a brand that gives back, we wanted to support organizations that would really mean something to the young women who will be the majority of our Treasure&Bond customers," said Tritton. "Partnering with nonprofits that empower girls and young women just seemed like such a natural fit and we're so glad to launch this line with a fantastic organization like Girls Inc."

"Girls Inc. is focused on giving girls the right support to succeed," said Judy Vredenburgh, president and CEO of Girls Inc. "This includes helping girls discover and develop their inherent strengths, giving them trained mentors who guide them, and showing girls what's possible for their futures. Our ultimate hope is that with Girls Inc. in her corner, every girl can be healthy, educated, and resilient. We are pleased to partner with Nordstrom as they launch this great brand that inspires just that."

[Note: Treasure&Bond product images can be found in the Nordstrom Press Room at <http://phx.corporate-ir.net/phoenix.zhtml?c=211996&p=irol-mediakitb>.]

ABOUT NORDSTROM

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 271 stores in 36 states, including 117 full-line stores, 151 Nordstrom Racks, two [Jeffrey](#) boutiques, and one clearance store. Nordstrom also serves customers through [Nordstrom.com](#), the newly developed e-commerce site [Nordstromrack.com](#), and its online private sale site, [Hautelook](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT GIRLS INC.

Girls Inc. inspires all girls to be strong, smart, and bold, providing more than 138,000 girls across the U.S. and Canada with life-changing experiences and real solutions to the unique issues girls face. Girls Inc. gives girls the right tools and support to succeed, including trained professionals who mentor and guide them in a safe, girls-only environment, peers who share their drive and aspirations, and research-based programming. At Girls Inc., girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, see college as attainable, and explore nontraditional fields such as STEM. Informed by the experiences of girls and their families, Girls Inc. works with policymakers to advocate on key legislation and initiatives. With Girls Inc. in her corner, every girl can be healthy, educated, and independent. Learn more at girlsinc.org.

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