

NORDSTROM

Olivia Kim Launches SPACE at Nordstrom, an In-Store Boutique for Emerging and Advanced Designers

August 20, 2015

A new shop for emerging and advanced designers

SEATTLE, Aug. 20, 2015 /PRNewswire/ -- On August 20th, Nordstrom (NYSE: JWN) launched [SPACE](#), a new shop curated by [Olivia Kim](#), Nordstrom Director of Creative Projects, featuring emerging and advanced designers.



SPACE lives in its own boutique-like environment inside the Nordstrom Collectors department alongside other designer collections at the retailer's four flagship stores and online. The shop features a cross-category offering of seasonal collections of apparel, shoes, handbags and accessories collections from designers including Simone Rocha, Marques'Almeida, Jacquemus, Isa Arfen, Anthony Vaccarello, Shrimps, Tricot Comme des Garçons, Noir Kei Ninomiya, Creatures of the Wind, Vetements, Faustine Steinmetz, Mociun, Sophie Bille Brahe, and more.

Following the Nordstrom Creative Project team's first initiative of [Pop-In@Nordstrom](#), which launched in October 2013 under the direction of Kim, SPACE continues the team's goals of creating new, interesting and unique experiences for customers and introducing them to the best up-and-coming brands and new talent.

"Conceptually SPACE is very boutique-like, offering not just clothing or shoes but a full wardrobe in one small environment," said Kim. "I want this to be a place of inspiration and education. A lot of these pieces are new and directional, but I want it to always feel inclusive. SPACE is a part of the Nordstrom ethos of offering the best of what's out there."

The store design was built with artistic elements and pops of color to distinguish the shop from the rest of the retail floor – think pink mannequins, mixed materials and art objects to accent the area. Kim worked with the Nordstrom design team to create a framework that feels open and airy, then decorated each SPACE with work from artists, furniture makers and artisans so each feels uniquely warm and inviting.

The shop features pieces like Ettore Sottsass's Ultrafragola wavy neon mirrors and woven rubber benches and chairs by Max Lamb. SPACE also includes a colorful vintage bench by Verner Panton, petrified stone risers by Matt White, Korean enamel-topped tables from Kwangho Lee, and other one-of-a-kind pieces from Kim's favorite artists sourced from Johnson Trading Gallery in New York City.

Additionally, the SPACE online boutique offers editorialized styling, compelling content and storytelling around its brands in a unique site and mobile experience.

For SPACE's inaugural ad campaign, Kim curated looks from Vetements, Simone Rocha, Undercover, Isa Arfen, Rosetta Getty, Y's by Yohji Yamamoto, Julien David and And Re Walker and tapped notable stylist Mel Ottenberg and photographer Collier Schorr to bring the campaign to life.

SPACE is found in the following flagship Nordstrom stores and online:

- Nordstrom Downtown Seattle
- Nordstrom San Francisco Centre
- Nordstrom Michigan Avenue in Chicago
- Nordstrom Pacific Centre in Vancouver, Canada (opening September 18th, 2015)
- Nordstrom.com/SPACE

DESIGNERS INCLUDE:

| | | |
|-----------------------|--------------------|--------------------------|
| ACNE | FAUSTINE STEINMETZ | ROSETTA GETTY |
| ADIEU | ILEANA MAKRI | SARA LASRY |
| AND RE WALKER | ISA ARFEN | SARAH & SEBASTIAN |
| ANITA KO | JACQUEMUS | SHRIMPS |
| ANNA SHEFFIELD | JULIEN DAVID | SIMONE ROCHA |
| ANTHONEY VACCARELLO | KARA | SOPHIE BILLE BRAHE |
| ARIES | MARQUES'ALMEIDA | TRICOT COMME DES GARÇONS |
| ASHLEY WILLIAMS | MIRA MIKATI | UNDERCOVER |
| BENTONY VERNON | MOCIUN | URIBE |
| CAITLIN PRICE | NEKTAR DE STAGNI | VETEMENTS |
| CREATURES OF THE WIND | NOIR KEI NINOMIYA | VIKA GAZINSKAYA |
| CRISTINA ORTIZ | PASKAL | WWAKE |
| DANIELA VILLEGAS | ROKSANDA | Y'S BY YOHJI YAMAMOTO |

ASSETS:

Campaign imagery is found [here](#) for download, product shots are [here](#) and on-model shots are [here](#).

Renderings of SPACE are available [here](#).

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 304 stores in 38 states and Canada. Customers are served at 118 Nordstrom stores in the U.S. and Canada; 178 Nordstrom Rack stores; two Jeffrey boutiques; and one clearance store. Nordstrom also serves customers online through Nordstrom.com, Nordstromrack.com and HauteLook. The company also owns Trunk Club, a personalized clothing service serving customers online at TrunkClub.com and its five clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT OLIVIA KIM

Olivia Kim has served as the Director of Creative Projects for Nordstrom since February 2013. In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's locations.

In October 2013, Kim launched her first initiative 'Pop-In@Nordstrom,' an ongoing series of themed pop-up shops. For each shop, Kim curates an eclectic mix of goods spanning the high/low price range and houses them in specially designed spaces that encourage interaction and engagement. Each features a fresh personality and new batch of exclusive merchandise which rotates every four-to-six weeks. Pop-In@Nordstrom partnerships have included: Merci, Nike, Topshop/Topman, Warby Parker, Converse, Poketo, Liberty London, rag & bone, Dylan's Candy Bar, and the U.S. debut of Hong Kong fashion collective I.T. In August 2015, Kim launched SPACE, a shop dedicated to emerging and advanced collections in the retailer's flagship locations.

A prominent figure in the fashion industry, prior to joining Nordstrom Olivia was a founding member of and Vice President of Creative at Opening Ceremony where she was responsible for the retailer's leadership in merchandising and store planning, art direction, and collaborative projects. Past projects include partnerships with Proenza Schouler, Rodarte, Nike, Levi's, TOPSHOP, Chloe Sevigny, and Yoko Ono, to name a few.

Kim has also played an essential role in launching emerging designers such as CFDA nominated brands as Suno, Pamela Love, and Patrik Ervell. Kim is a long-time champion of emerging designers, which is evident in her brand selections in SPACE and Pop-In shops (where you might find Brother Vellies next to Rodarte). In 2015, Kim was selected to join the prestigious ANDAM jury, which supports young designers.

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