

NORDSTROM

Nordstrom and Topshop Launch Co-Branded Emoji Keyboard App

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SEATTLE, Sept. 6, 2016 /PRNewswire/ -- Today, Topshop and Nordstrom launch a co-branded emoji keyboard app featuring fashion and lifestyle emojis, stickers and GIFs resembling actual Topshop product sold at Nordstrom.



The keyboard will launch with 95 emojis and nine GIFs including a Topshop jacket, floral purse, Topshop Beauty lipsticks, shopping bags, a variety of phrases, faces, drinks and more. On September 18 Topshop UNIQUE's September 16 Runway-to-Retail collection will show on schedule at London Fashion Week, this same day an update will become available to add seven apparel emojis featuring styles from the catwalk collection. All illustrations were created by Los Angeles-based artist, Natasha Lillipore, and a holiday emoji refresh is also slated for later this year.

Emojis from the Topshop at Nordstrom emoji keyboard app can be used in text messages and emails, as well as WhatsApp, Facebook Messenger, and other smartphone messaging platforms. The keyboard is available for iOS and Android and can be downloaded for free from the iTunes and Google Play App Store until February 28, 2017.

ABOUT TOPSHOP

Topshop is a global fashion and beauty destination renowned for delivering great British fashion with flair and innovation. Topshop is the original design collaborator and champion of emerging talent; campaign alumni include Cara Delevingne, Jordan Dunn, Gigi Hadid and Karlie Kloss. A Personal Shopping and Styling service is available in a selection of Topshop's 420 stores and franchises located in over 40 countries. The brand's global iconic flagship store on London's Oxford Street has around 100,000 square feet of retail space and receives over 400,000 weekly visitors. Topshop.com attracts an average of over 4.5 million weekly visits across mobile, tablet and desktop and launches around 400 new products each week. With shipping to 110 countries and dedicated transactional platforms in nine countries – Topshop.com provides consumers, fans and followers with an unparalleled and engaging shopping experience.

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 333 stores in 39 states, including 120 full-line stores in the United States, Canada and Puerto Rico; 205 Nordstrom Rack stores; two Jeffrey boutiques; and one clearance store. Additionally, customers are served 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.

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