

# NORDSTROM

## Russell Wilson, Ashley Graham, Taye Diggs And More Team Up With Nordstrom To Celebrate The Retailer's One-Of-A-Kind Anniversary Sale

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SEATTLE, June 26, 2017 /PRNewswire/ -- Leading fashion specialty retailer [Nordstrom, Inc.](#) announced the launch of its 2017 Anniversary Sale marketing campaign, which debuts today in the U.S. and Canada. The company partnered with six artists, designers and stylemakers as brand ambassadors for the sale, which takes place from July 21 through August 6.

Anniversary Ambassadors include **Russell Wilson**, co-founder of [Good Man Brand](#), entrepreneur, Super Bowl Champion and Franchise NFL Quarterback; **Ashley Graham**, model, body activist, author and designer of [Ashley Graham](#) lingerie; actor, singer, dancer and author **Taye Diggs**; actress and aspiring recluse **Hana Mae Lee**; choreographer and dancer **Keone Madrid** (with wife and dance partner, Mari); and artist and textile designer **Kindah Khalidy**.

The company looked for a diverse group of individuals who are renowned in their field, passionate about what they do and thought would appeal to customers.

The Nordstrom Anniversary Sale originated in the 1960's and is the company's biggest event of the year featuring brand-new merchandise for men, women and kids at super-sale prices for a limited time – prices go back up after two weeks.

"Our Anniversary Sale is one of the most exciting Nordstrom events of the year for our customers" said Nordstrom Executive Vice President and Chief Marketing Officer Scott Meden. "It's a sale like no other. We're thrilled to make it come to life with this campaign, and to showcase new arrivals from our hottest fashion brands in partnership with our ambassadors."

The campaign will feature sale picks from brand ambassadors in the Anniversary Sale catalog and online at [nordstrom.com/anniversarysale](#). The campaign was shot in-house and also includes videos that will be posted on [Nordstrom.com](#) and the retailer's social platforms. Advertising components include digital, print, out of home, as well as store windows and in-store displays.

"I love the Nordstrom Anniversary Sale because you can find all of the quality brands you love at such great prices," said Nordstrom Anniversary Sale Ambassador Ashley Graham. "I like to shop investment pieces, like designer bags and shoes, and it's also a great time to stock up on well-fitting bras because they are the foundation to every outfit."

"This year I am especially excited for the Anniversary Sale," said Russell Wilson, Nordstrom Anniversary Sale Ambassador. "Shopping at Nordstrom is always fun and easy, and who doesn't love finding the newest styles of the season. What an honor for Good Man Brand to have been selected to be a part of this event alongside some the best and biggest brands in the world."

To view additional images, videos and interviews with all six Nordstrom Anniversary Sale ambassadors, visit <https://blogs.nordstrom.com/fashion/> and [nordstrom.com/anniversarysale](#).

Nordstrom first launched its Anniversary Sale brand ambassador campaign in 2016 and featured actress and designer, Melissa McCarthy; Dallas Wings point guard, All-Star player Skylar Diggins; actor, artist and activist, Rhi Blossom; activist and founding editor of *SUNU: Journal of African Affairs*, *Critical Thought + Aesthetics* Amy Sall; Australian model Fernanda Ly; YouTube star Joey Graceffa and musician Jon Batiste.

### **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 354 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 221 Nordstrom Rack stores; two Jeffrey boutiques; and two clearance stores. 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 seven clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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# ANNIVERSARY SALE NORDSTROM

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