

NORDSTROM

Nordstrom Unveils New Fall Fashion Campaign

August 7, 2017

Retailer showcases fashion through the lens of photographer Max Farago and director Clara Cullen

SEATTLE, Aug. 7, 2017 /PRNewswire/ -- Today, [Nordstrom, Inc.](#) launched a new national brand campaign shot by photographer Max Farago with video by director Clara Cullen, which celebrates the best of fall fashion. The campaign will debut on August 7 in the U.S. and on September 4 in Canada with print, digital, social, out of home and video components.

The campaign vision and concept was developed by Olivia Kim, Vice President of Creative Projects at Nordstrom, who has set the creative tone for the retailer's last five brand campaigns. Kim along with her creative team tapped Farago and Cullen, the husband and wife creative duo favored by the fashion world, to bring their vision to life.

The campaign features intimate and honest portraits of models and non-models alike, minimally edited and styled how people really dress to depict a modern and relevant perspective on a high-fashion campaign. The full campaign imagery and videos can be seen at [Nordstrom.com/Fall2017](#).

"People are the foundation of Nordstrom," said Kim. "Our customers and employees are at the center of everything we do. They are our friends and our friends-of-friends, and this season we wanted to convey a sense of community and celebrate real people who are doing great and extraordinary things, who inspire us in our everyday lives.

"We see the brand campaigns as our opportunity to tell our most fashion-forward story, yet this season we put the focus back on the people. We cast people we find inspiring, who have something to say and use their voice for positive impact and influence whether through art, education, journalism or mixed media. Most of all, we wanted to celebrate them and their immense talents."

Farago is a Los Angeles-based photographer whose work has been exhibited at New York's Canada Gallery, London's Jonathan Viner Gallery and The Future of the Photography Museum at Foam in Amsterdam. His commissioned features and portraits have appeared in *Vogue Paris*, *Purple Magazine*, *The New Yorker*, and the *New York Times*, to name a few.

Cullen is a director who works in a range of mediums, proposing new ways of showing moving image using the newest technologies and the internet as her primary platform. Her work has appeared in the *New York Times*, *NOWNESS*, *Purple* and *Love Magazine*, with commissioned work for various fashion brands.

In her role, Kim focuses on creating energy, excitement, a sense of discovery and a bit of disruption through engaging and unique shopping experiences at Nordstrom, both in-stores and online. Kim joined Nordstrom in February 2013, and her Creative Projects initiatives have established Nordstrom as a retail platform to test new partnerships, concept shops and to bring limited distribution collections to customers, as well as introduce customers to the best up-and-coming brands and new talent.

With her creative mind and unique perspective as a merchant, Kim took on the role of setting the vision for the company's brand campaigns in Spring 2016, the retailer's first in 15 years. Following her inaugural "See Anew" campaign, "We Are Here" from Fall 2016, and "Love, Nordstrom" from the holiday season, and the Spring 2017 campaign shot by Petra Collins. The Fall 2017 campaign marks Kim's fifth developed for Nordstrom.

The cast includes:

- Actress and television journalist **Hailey Gates**, host of VICELAND's series *States of Undress*, in which she explores geopolitics through the lens of fashion. Her work takes her to conflict zones around the world for international fashion weeks.
- **Camryn Taylor**, **Lourdes Taylor**, **Nia Parker** and **Nia Lyons**, classically trained ballerinas of The Hiplet™ and the most senior dancers at the Chicago Multi-Cultural Dance Center. The Hiplet™ have appeared in a CFDA *Vogue* Fashion Fund Show, TEDxSanFrancisco, the *New York Times* and CNN. Their YouTube videos have gathered over hundreds of thousands of views.
Homer Hans Bryant, the artistic director and founder of the Chicago Multi-Cultural Dance Center who conceived dance group phenom The Hiplet™ which showcases dancers en pointe interplaying hip-hop movements with classical styles.
- Designer **Vejas Kruszewski** (in his collection) and **Saam Emme**, the creative team behind the label Vejas. Their designs redefine conventional streetwear, breaking borders and blending youth culture with studious fashion history. Vejas was awarded the LVMH Special Prize in 2016.
- Contemporary art curator **Angela Goding**, who has a formidable reputation in the New York art world for her instincts and distinct fashion sense.
- Twenty-nine-year-old painter, sculptor and model **Jane Moseley**, who spent six years in New York resisting the lure of the modeling industry, then became a fashion sensation after walking in Balenciaga's fall 2016 show. She has a collection of horror-movie-inspired tattoos, and a dog, five cats, a lizard, a hedgehog and two pet rats.
- **Tom di Maria**, director of **Creative Growth Art Center**, which provides studio space, representation, instruction and opportunity for personal expression to adult artists with mental, developmental or physical disabilities. Artists from the

center exhibit in museums and esteemed collections worldwide.

Elizabeth Rangel, a self-taught artist and designer who works in textiles and fashion.

William Scott, a self-taught artist whose work appears in the Museum of Modern Art in New York and the Oakland Museum of California.

- **Marc and Ian Hundley**, artists and twin brothers. Marc creates text-based posters incorporating references to literature, lyrics and film; he also makes furniture. Ian constructs colorful, large-scale quilts based on topographic maps.
- French-born Londoner **Hayett McCarthy**, a former dog groomer, record-label intern, bartender and sandwich-board carrier, now a model for top fashion brands including Hermès, ACNE Studios, Burberry, COACH and Vetements, among others.
- Twenty-three-year-old Seattle native **Ebonee Davis**, a model and activist advocating for more diversity in the fashion industry. In a TED Talk, she discussed her path to self-acceptance and her case for creating positive, inclusive imagery.

Highlights of brands featured in the campaign include:

3.1 Phillip Lim Acne Studios	JW Anderson Lemaire	Simone Rocha Sophie Buhai
Alexander Wang A.P.C.	Levi's®	Tibi
Dr. Martens	Molly Goddard	Tomorrowland
FRAME	Norse Project	Topman
Isa Arfen	Officine Generale	Vans®
J.Crew	Ovadia & Sons Richard Malone SATURDAYS NYC	Vejas

EDITOR'S NOTE: To download images and video, please visit [HERE](#) for imagery and [HERE](#) for video.

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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