

NORDSTROM

Nordstrom Expands Reserve Online & Try In Store Service To About 40 Stores

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SEATTLE, Aug. 24, 2017 /PRNewswire/ -- [Nordstrom, Inc.](#) announced that it has expanded its [Reserve Online & Try In Store](#) service to nearly 40 stores across the country; following a pilot in six stores. Reserve Online & Try In Store allows customers to select items online and try them on in person at their nearest Nordstrom store, combining the convenience of shopping online with an efficient and personalized in-store experience.

Shoppers nationwide can easily use Reserve Online & Try In Store through the Nordstrom mobile app by selecting "Reserve Online & Try In Store" from the product detail page of the items they'd like to try on. Customers will then receive a text notification when their items have been found at their nearest store and are ready to try on, as well as a text notification when they get to the store letting them know where they can find the dedicated dressing room with their name and selected items.

"We're thrilled to expand our Reserve Online & Try In Store service to provide a better experience for customers shopping with Nordstrom – whether that's online, in-store or a combination of both," said Shea Jensen, senior vice president of customer experience at Nordstrom. "Many of our customers like to feel and try on clothes and shoes before they purchase them and we're excited to offer them a more convenient way to do so."

Nordstrom first launched Reserve Online & Try In Store as a pilot in six Washington state stores in the fall of 2016. During the pilot, 80 percent of shoppers who tried Reserve Online & Try In Store continued to use the service multiple times. Nordstrom plans to continue expanding Reserve Online & Try In Store to stores over the next year.

Nordstrom is continually looking at ways that technology can support the customer shopping experience. The company offers several services that allow customers to shop on their own terms in a convenient manner such as [Buy Online & Pickup In Store](#), [Curbside Pickup](#) and Scan & Shop on the Nordstrom and Nordstrom Rack mobile apps. Nordstrom also recently launched Style Boards, a mobile tool that allows salespeople to create digital boards filled with personalized style recommendations which customers can view on their phone and purchase from Nordstrom.com.

The following Nordstrom stores now offer Reserve Online & Try In Store services:

California

- [Brea Mall](#) (Brea, CA)
- [Corte Madera](#) (Corte Madera, CA)
- [Del Amo Fashion Center](#) (Torrance, CA)
- [Galleria at Roseville](#) (Roseville, CA)
- [Hillsdale Mall](#) (San Mateo, CA)
- [Los Cerritos](#) (Cerritos, CA)
- [Palo Alto](#) (Palo Alto, CA)
- [San Francisco Centre](#) (San Francisco, CA)
- [Santa Anita](#) (Arcadia, CA)
- [Stoneridge](#) (Pleasanton, CA)
- [South Coast Plaza](#) (Costa Mesa, CA)
- [The Americana at Brand](#) (Glendale, CA)
- [The Oaks](#) (Thousand Oaks, CA)
- [Walnut Creek](#) (Walnut Creek, CA)

Colorado

- [Cherry Creek](#) (Denver, CO)
- [Park Meadows](#) (Lone Tree, CO)

Georgia

- [Perimeter Mall](#) (Atlanta, GA)

Illinois

- [Michigan Avenue](#) (Chicago, IL)
- [Oakbrook](#) (Oak Brook, IL)
- [Old Orchard](#) (Skokie, IL)
- [Woodfield Mall](#) (Schaumburg, IL)

Maryland

- [Montgomery](#) (Bethesda, MD)
- [Towson Town Center](#) (Towson, MD)

New Jersey

- [Freehold Raceway](#) (Freehold, NJ)
- [Menlo Park](#) (Edison, NJ)
- [Short Hills](#) (Short Hills, NJ)

New York

- [Roosevelt Field](#) (Garden City, NY)
- [The Westchester](#) (White Plains, NY)

Oregon

- [Downtown Portland](#) (Portland, OR)

Texas

- [Barton Creek Square Mall](#) (Austin, TX)
- [Domain Northside](#) (Austin, TX)
- [Houston Galleria](#) (Houston, TX)
- [Northpark](#) (Dallas, TX)
- [Stonebriar Mall](#) (Frisco, TX)
- [Woodlands Mall](#) (The Woodlands, TX)

Virginia

- [Pentagon City](#) (Arlington, VA)
- [Tysons Corner](#) (McLean, VA)

Washington

- [Alderwood](#) (Lynnwood, WA)
- [Bellevue](#) (Bellevue, WA)
- [Downtown Seattle](#) (Seattle, WA)
- [Northgate](#) (Seattle, WA)
- [Southcenter](#) (Tukwila, WA)
- [Tacoma Mall](#) (Tacoma, WA)

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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