

NORDSTROM

Nordstrom Launches Pop-In@Nordstrom X Hanes

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The Retail Concept Will House a Curation of About 100 Exclusive T-shirts by Nearly 40 Diverse Collaborators



SEATTLE (August 18, 2017) – [Nordstrom, Inc.](#) is partnering with Hanes to collaborate on an exclusive collection of T-shirts designed by nearly 40 brands and designers including Warby Parker, Opening Ceremony, Saturdays NYC, Blair Breitenstein, A.L.C., and more. [Pop-In@Nordstrom x Hanes](#) launches August 18 in select Nordstrom stores and online.

Featuring about 100 styles, the shop showcases each collaborators' brand brought to life on a blank canvas – the Hanes T-shirt. Perfect to throw on for summer days, the variety includes options for men, women, and kids, and ranges in price from \$40 to \$215.

- Vintage collectors will love Peanuts' Snoopy tees and Juicy Couture's retro graphics
- Instagram sensation Dean the Basset captures a day in the life of a dog
- Nicopanda's Nicola Formichetti channeled Molly Ringwald's character in "Pretty in Pink" with tulle overlay
- Vinyl collectors and indie music lovers might like vintage Pearl Jam and Sub Pop tees
- Vanessa Arizaga's signature hearts, peace signs and graphic smileys make an appearance on tees
- There's also universal iconography of New York City Parks and Rec signage, including "please cleanup after your pet" symbols, and more

"Hanes is the ultimate T-shirt company," said Olivia Kim, vice president of Creative Projects for Nordstrom. "It's been incredible to partner with them on an all-exclusive shop that elevates the T-shirt as an icon, and lets us use their product as a way to explore different expressions from a conglomerate of brands."

"We're super excited to partner with Pop-In@Nordstrom," said Hilton Graham, head of collaborations for Hanes. "Olivia Kim and Nordstrom have created a one-of-a-kind retail experience showcasing the most amazing range of collectable T-shirts we've ever seen!"

The shop design replicates the inside of a drycleaner by showcasing merchandise on an automated garment conveyor belt. Photos of the T-shirt designs are also etched on the flooring of the shop – acting as a secondary visual display of the creations.

In addition to T-shirts, the shop will carry a variety of products including OMY's Magic coloring roll that unravels to about 40-inches of pages allowing for hours of coloring, gourmet scented Scentco Smencils and gel crayons, Addictive Fidget Spinners and Fidget Cubes, and Kidrobot vinyl art toys.

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's Creative Projects initiatives have established Nordstrom as a platform to test retail concepts, bring limited distribution collections to customers, and introduce them to the best up- and-coming brands and new talent.

Pop-In@Nordstrom x Hanes is in 8 Nordstrom store locations and online at [Nordstrom.com/pop](#) from August 18 to September 24:

- Downtown Seattle, Seattle, Wash.
- Bellevue Square, Bellevue, Wash.
- NorthPark Center, Dallas, Texas
- The Grove, Los Angeles, Calif.
- South Coast Plaza, Costa Mesa, Calif.
- Michigan Avenue, Chicago, Ill.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.

Featured in Pop-In@Nordstrom x Hanes:

Fashion Brands

Opening Ceremony
A.L.C.
Warby Parker
Saturdays NYC
Juicy Couture

NICOPANDA
NIK BEN
Venessa Arizaga

Cultural Icons

Elvis Presley
Michael Jackson
Marilyn Monroe
Muhammad Ali
Coca-Cola
Peanuts
Dean the Basset
She by Shereé

Lifestyle Brands

Airwalk
Ames
Bros
ban.do
Free&Easy
Vision Street
Wear Spyder
Shwood Eyewear
Sub Pop
Kidrobot
OMY
Melody Ehsan
Krink Graffiti Markers
Prince Sports

Artists

Joana Avillez
ASHKAHN
Blair Breitenstein
Gangster Doodles
Uli Knörzer
Alessandra Olanow

Organizations

New York City Dept. of Parks and Recreation
RxArt nonprofit organization

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring "the world of" to customers. Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5.

Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's national locations. Pop-In@Nordstrom partnerships have included: Alexander Wang, Aesop, Warby Parker, Nike, VANS, Opening Ceremony, Gentle Monster, Topshop/Topman, rag & bone, Converse, Liberty London's Flowers of Liberty collection, curated art and housewares lifestyle brand Poketo, the U.S. debut of Hong Kong fashion collective I.T., the Italian Trade Commission, and Danish home goods brand HAY.

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