

# NORDSTROM

## Space at Nordstrom to Launch Second Installment of Space Lab

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*Retailer's incubator project curated by Olivia Kim announces second group of new talent*



SEATTLE (September 5, 2017) – On September 5, [SPACE at Nordstrom](#) will introduce the second iteration of [SPACE LAB](#), the incubator project launched in Spring 2017 by Olivia Kim, the retailer's vice president of Creative Projects, to support truly new and emerging designers.

SPACE LAB will showcase highlights from the collections of the five designers selected: Hyein Seo, Marine Serre, Rejina Pyo, Richard Malone and Sandy Liang. Kim and her buying team selected a handful of signature looks from each of the five designers, including some exclusive items. Prices range from \$150 to \$2,970.

"Each of these designers have very strong statements and a unique perspective on fashion," said Kim. "When you look at this round of SPACE LAB it feels very international, which I really like. We want to have something for everyone from the tomboy to somebody who's super into street style, to somebody that wants something beautiful and feminine and easy, but at a reasonable price – this collection has all of those things."

SPACE, which Kim launched in Fall 2015, is an in-store designer boutique featuring cross-category collections of apparel, accessories, home goods and fragrance from emerging and advanced designers such as Simone Rocha, Ellery, Colovos, Molly Goddard and more.

A long-time champion of emerging designers in the fashion industry, Kim saw a subset of *truly new* brands just starting their collections and developed SPACE LAB as a place dedicated to recognize fledgling talent. Of the first round of designers from Spring 2017, A.W.A.K.E., Dilara Findikoglu, Eckhaus Latta, and Vejas graduated to be permanent offerings in SPACE.

"SPACE LAB continues to be the best example of how we can test and learn," said Kim. "Following a successful incubator project, we're excited to build upon our learnings to better understand how we can support these brands looking to grow."

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.

SPACE LAB will be an ongoing program in SPACE at Nordstrom, refreshed with new brands each season in order to give each designer a spotlight to help grow their businesses.

The five designers featured for the Fall 2017 season include:

### **HYEIN SEO**

Hyein Seo is a South Korean based designer exploring contemporary women's streetwear. The Antwerp's Royal Academy of Fine Arts graduate showed her graduate collection at New York Fashion Week in 2014 and won the VFILES Made Fashion 2 Award. In 2017, Seo won Best Emerging Designer at the International Fashion Showcase. Seo's latest collection 'Final Boss' takes inspiration from the dystopian atmosphere of Akira, anime cartoons and classic video games such as Tekken and Street Fighter. Hyein Seo was also featured in Pop-In@Nordstrom: KFASHION.

### **MARINE SERRE**

Marine Serre is a young ready-to-wear designer based in Paris who won the 2017 edition of the LVMH Prize for Young Designers. Her line stands for an immoderate engagement with everyday life and its hybridity, as well as ignoring conceptual boundaries - notably between modern cuts, codes, and techniques on the one hand, and in-depth savoir-faire and traditional fabrics and on the other. The result is a future-oriented new mode in the broadest sense of the word.

### **REJINA PYO**

Rejina Pyo is a South Korean born fashion designer based in London. Pyo graduated from Central Saint Martins and went on to work under Roksanda Ilincic as an Assistant Designer before launching her own brand. The womenswear label is best known for its graphic and playful, yet effortlessly elegant aesthetic, and focuses on fusing relaxed proportions with fresh and quirky color combinations.

### **RICHARD MALONE**

Central Saint Martins graduate Richard Malone was awarded the prestigious LVMH Grand Prix scholarship, and launched his eponymous line for AW15. Malone's unique style takes great inspiration from sculpture. He conducts most of his research by engaging in his surroundings and takes inspiration from Ireland's rebellious working class teens. His Fall 2017 collection is upbeat, and strong on visual effects such as happy, unobtrusive colors, floral tapestry and mathematically arranged graphic patterns. He is also an advocate for sustainable fashion; sourcing the yarns for his collections from the Himalayas, and employing artisans in India to hand-weave the fabrics and dye them naturally.

#### **SANDY LIANG**

Parsons graduate Sandy Liang draws inspiration from how girls dress on Manhattan's Lower East Side. Her collections are made up of jackets in leather, shearling and faux fur, as well as dresses, blouses and shirts. Liang was recently announced as one of the 10 finalists for 2017 CVFF. Launched as outerwear, Liang recently launched in accessories.

SPACE LAB is in the following SPACE locations:

- Nordstrom Downtown Seattle, Seattle, Wash.
- Nordstrom The Grove, Los Angeles, Calif.
- Nordstrom Michigan Avenue, Chicago, Ill.
- Nordstrom CF Pacific Centre, Vancouver, B.C.
- Nordstrom CF Toronto Eaton Centre, Toronto, Ont.
- Nordstrom.com/SPACELab

#### **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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