

# NORDSTROM

## Lunar New Year is here, and We're Partying with Snoopy and the Gang

February 16, 2018 at 7:12 PM EST

### **WHAT** Pop-In@Nordstrom Celebrates Year of the Dog

Celebrate all things dog at the latest Pop-In@Nordstrom where you can find a wide assortment of exclusive apparel, accessories, toys, treats and surprises for dogs and the humans who love them.

Curated by Olivia Kim, dog aficionado and Nordstrom vice president of Creative Projects, the shop will carry organic pet food, green cleaning solutions, beds, bowls, leashes and more from some of the top brands for the modern pet. The shop will also offer a range of exclusive apparel and accessories for humans and pets featuring the world's most famous beagle – Snoopy, from the comic strip Peanuts.

"We wanted to find the best of the best pet products out there," said Kim. "It's everything you would want for the modern pet in your life that is not considered just a pet, but more of an actual family member. While it is the Year of the Dog, we wanted to make sure that we represented cats as well."

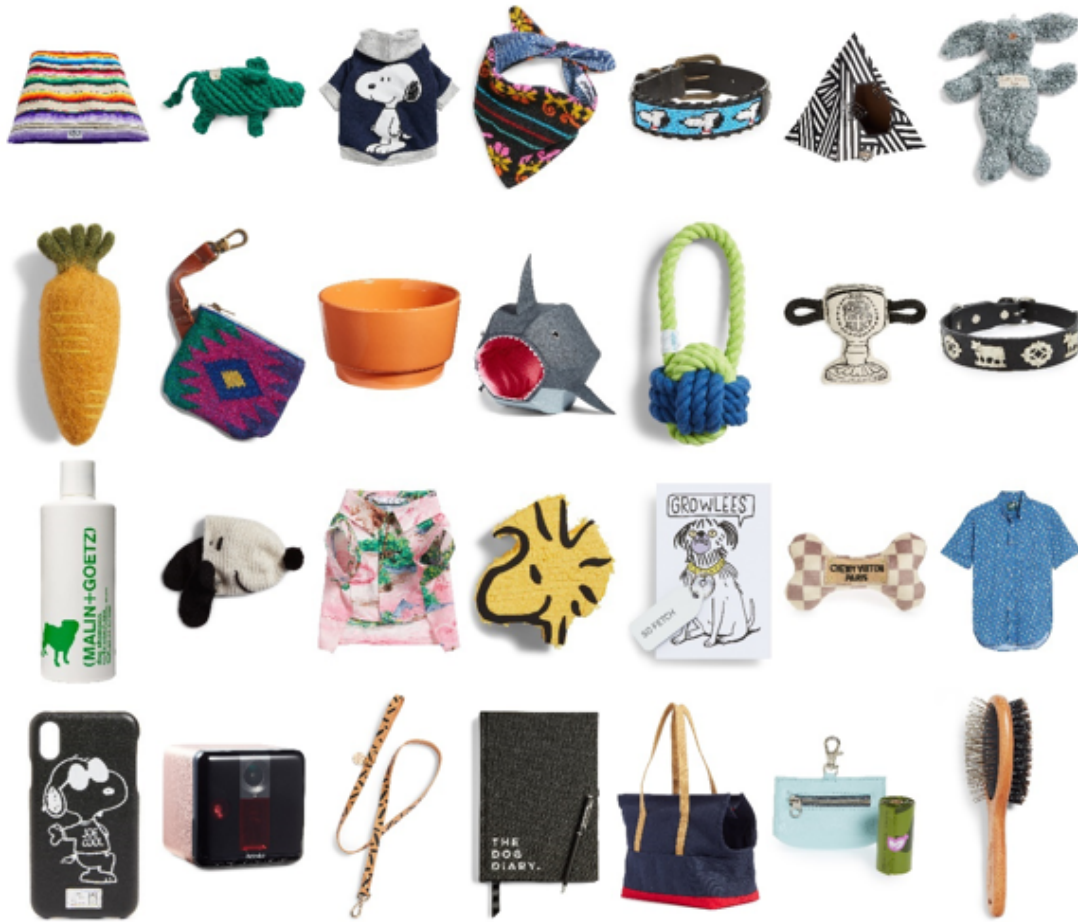
Pop-In@Nordstrom Celebrates Year of the Dog is the ultimate destination to honor and pamper your loyal four-legged friends.

**WHEN** Friday, February 16 to Sunday, March 25

**WHO** Featured brands include:

- BASH
- BOCCE'S BAKERY
- BUBBA ROSE
- CAMP HERO
- CHAMPION
- DAY DREAMER
- EBBETS FIELD FLANNELS
- FILSON
- GITMAN BROS.
- GOLDEN BEAR
- HARRY BARKER
- HEX
- KROCHET KIDS
- LOVETHYBEAST
- LUCY & CO.
- LULA FLORA
- MALIN+GOETZ
- MAX BONE
- MR. DOG
- OH HAPPY DAY
- PAWMAIN PETS
- PETCUBE
- PINCH PROVISIONS
- PINTRILL
- PIPOLLI
- SKOUT'S HONOR
- VACAVALIENTE
- WAGGO

and more...



Click [HERE](#) to access imagery and product details.

**WHERE** Pop-In@Nordstrom Celebrates Year of the Dog is available in eight Nordstrom locations and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop) from February 16 to March 25:

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

#### 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, 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 partnerships have included: Pop-In@Nordstrom partnerships have included: Aesop, Alexander Wang, Converse, Danish home goods brand HAY, design-driven wares from Los Angeles based Poketo, Everlane, Gentle Monster, goop, Hanes, home goods from Liberty London's

Flowers of Liberty collection, Nike, Opening Ceremony, rag & bone, the best of Korean fashion and beauty, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., the Italian Trade Commission, VANS, and Warby Parker.

#### **ABOUT PEANUTS WORLDWIDE**

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide, a subsidiary controlled by DHX Media and the family of Charles M. Schulz.

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