

# NORDSTROM

## Nordstrom Local Expands in Los Angeles

September 27, 2018

### Neighborhood service hub to open doors in Brentwood and Downtown LA

#### [Multimedia Press Kit](#)

SEATTLE, Sept. 27, 2018 /PRNewswire/ -- To further provide customers with access to more convenient services in their neighborhood, [Nordstrom, Inc.](#) today announced [Nordstrom Local](#) Brentwood (214 26<sup>th</sup> Street) will open its doors on Sept. 28<sup>th</sup> and Nordstrom Local Downtown Los Angeles (The Bloc, 750 W. 7<sup>th</sup> Street, Suite S200) will open on Oct. 12. Both stores bring unique services and design aesthetics to reflect the needs of customers who live nearby.

Nordstrom opened its first Nordstrom Local on Melrose in Los Angeles in October 2017. These neighborhood hubs offer customers the opportunity to shop and access Nordstrom services in a convenient, central location. The opening of the two additional locations are one piece of Nordstrom's overall local market strategy where the company is combining the scale of its national infrastructure with its local assets of people, product and place to help reimagine the shopping experience for customers.

Additionally, Nordstrom is introducing a new feature called "Get It Fast" on Nordstrom.com and the mobile app for customers in eligible zip codes in Los Angeles. Get It Fast will provide customers with a real-time view of inventory available no later than next day. They can choose a convenient Nordstrom Local or Nordstrom location to pick up their purchase or opt for free next day shipping to their Los Angeles address.

"Los Angeles is one of our most highly-engaged markets, with roughly four million active customers," said Jamie Nordstrom, president of stores. "Our customers have told us they want to shop where, how and when they choose. One of our goals with Nordstrom Local is to help provide them with a seamless and convenient experience, bringing services like in-store pick up of online orders, alterations, personal styling and more right to their neighborhood."

#### **Nordstrom Local Services offered at Brentwood and Downtown locations**

Like the location on Melrose, customers in Nordstrom Local Brentwood and Downtown hubs can enjoy consultations with personal stylists, Buy Online & Pick-up in Store, alterations, curbside pickup, fast and easy returns from Nordstrom.com and other online third-party retailers, Trunk Club services, refreshments and elevated gift wrapping in partnership with [Paper Source](#). Both locations will be furnished by [Anthropologie Home](#), who is collaborating with Nordstrom to outfit the stores with the latest in home goods and accessories. Each of the Nordstrom Locals will also offer dry cleaning services in partnership with a Los Angeles area dry cleaner.

#### **About Nordstrom Local Brentwood**

The design of the approximately 1,200-square-foot Brentwood store, will focus on styling and alterations. The ambiance is feminine with copper lighting pendants, curved furniture, soft lights, white walls and wood accents. In the daytime, the store welcomes lots of natural light.

#### **About Nordstrom Local Downtown Los Angeles**

The approximately 2,200-square-foot downtown Los Angeles store, will offer an on-site concierge and barber services in partnership with [Baxter of California](#) as well as shoe, handbag and luggage repair services in partnership with a local cobbler. Customers will also be able to purchase grab and go food at this location. The store's design will reflect the city's unique energy through an industrial décor complete with open ceilings, exposed ducts, deep saturated colors, woven wall art and hand-crafted wooden accented furniture.

"Our customer feedback for our Melrose location, which opened in fall 2017, has been positive. Many of our Nordstrom Local customers typically live within two miles of the store and shop more regularly than other customers," said Shea Jensen, Nordstrom senior vice president of customer experience. "We are really excited to introduce two new Nordstrom Local stores to our customers and neighbors in Brentwood and downtown Los Angeles and look forward to seeing how they engage with these two new highly-customized locations."

#### **About Nordstrom**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 377 stores in 40 states, including 123 full-line stores in the United States, Canada and Puerto Rico; 242 Nordstrom Rack stores; three [Jeffrey](#) boutiques; two clearance stores; six Trunk Club clubhouses; and its Nordstrom Local service concept. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), [Hautelook](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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