

NORDSTROM

HAVE GIFTS, WILL WRAP

November 17, 2014

Pop-In@Nordstrom: Gift&Go will take you from found it, got it, gave it faster than you can say Happy Holidays

SEATTLE, WA – Naughty, nice – neither? Don't answer that. Launching for the holiday hustle on Friday, November 21st, Pop-In@Nordstrom: Gift&Go has sleigh loads of ideas to cover your whole list. Pick it up in-store at one of our eight Pop-In@Nordstrom locations and we'll even make sure it's wrapped and ready – now tell me that won't help keep your holidays merry and bright!

From the outside, the shop is designed to look like one giant opened box, with tops and bows strewn around the outside. Wrapping paper designs are incorporated throughout the shop, and since every item in-store comes pre-wrapped, stacks and stacks of gifts in alternating patterns can be found throughout. Olivia Kim, Nordstrom Director of Creative Projects, partnered with Rafael de Cárdenas of Rafael de Cárdenas//Architecture At Large on the shop design for Gift&Go as well as five custom wrapping paper designs that take inspiration from traditional holiday shapes.

How about a drone for the dad who has everything? Or sheets from Snurk that bring to life dreams of being a ballerina, firefighter, or astronaut for the niece or nephew on your list? Not sure what to get your little brother's new girlfriend? Might we suggest the cutest bobby pins you've ever seen from Jane Tran (or so says Olivia Kim). While you're at it, might as well add a few things to your wish list too – an exclusive swimsuit design from Lisa Marie Fernandez is perfect for that mid-winter getaway, and exclusive Topshop PJ's are made for sipping eggnog by the fire.

For the "it" girl in your life, handmade harnesses and handbags from Zana Bayne (as seen on Cara Delevingne, Debbie Harry and Madonna) are the ultimate cool-girl accessory. If you find yourself on Olivia's list, you might end up with a June by netatmo bracelet that will measure your exposure to the sun throughout the day, letting you know when it's time to reapply sun protection. Also among her favorites is the Little Cloud Lamp, a functional art object by L.A. based artist collective FriendsWithYou, emoticon jewelry from Alison Lou (as seen on Olivia in Elle Magazine), and notebooks from Graphic Image with customized sayings such as "talk is cheap" and "light my fire." Gift&Go also features exclusive items such as Bamford x Rolex watches (in different colors of the rainbow), Clare Vivier clutches, stockings from Faribault Woolen Mill Co., a custom-lined Perfecto leather jacket from Schott N.Y.C., and a holiday tote gift set from Dean & DeLuca with tins full of goodies.

Your stockings might be hung with care, but if they are looking a little empty, we've got a solution: Q&Q solar-powered watches, Everyday Design Snowballs made in Finland that are convincingly real (there is even the small sound of a crunch), and the Polaroid Cube™ HD lifestyle action video camera are all suited for a sock.

For the first time, Nordstrom created an interactive online video game, where you can help a virtual Olivia bag up gifts as they fall from the sky. Visit the Pop-In@Nordstrom website at Nordstrom.com/Pop to play. While you're there, enter our Ultimate Gift&Go Giveaway to win the ultimate present – a 2015 1957 FIAT 500. Yes, we are seriously giving away a car.

Pop-In@Nordstrom: Gift&Go will be found at www.nordstrom.com/pop and in the following Nordstrom locations:

- Seattle, WA
- Bellevue Square, WA
- NorthPark Center, TX
- San Francisco Centre, CA
- Tysons Corner Center, VA
- Oakbrook, IL
- Garden State Plaza, NJ
- King of Prussia, PA

Pop-In@Nordstrom: Gift&Go Brands:

- 3Doodler
- Alison Lou
- AJ's Toy Boarders
- Areaware
- Ashkahn
- Baleen
- Bamford x Rolex
- BAN.DO
- Best Made
- Billy Wolf
- Biobu
- Bodum
- Clare Vivier
- Mr. Maria
- Conway Electric
- Dci
- Dean & DeLuca
- dip
- kidrobot
- Knot & Bow
- Le Feu De L'eau
- Lisa Marie Fernandez
- Marc Vidal
- Maria Christofilis
- Marshall Headphones
- Master & Dynamic
- Meadowlark
- Meri Meri
- Mujjo
- Orbotix
- Polaroid
- Poketo
- Pokket Mixer
- Q&Q
- Quelle Est Belle
- Retro Super Future

- Diptyque
- DJI
- Ellepi
- Everyday Design
- Faribault Woolen Mill Co.
- FriendsWithYou
- Finkelstein Toys
- Go! Pet Design
- Graphic Image
- Hartland Brooklyn
- Innova
- Jane Tran
- JUNE by netatmo

- Schott N.Y.C.
- Seletti
- Selfie On A Stick
- Snurk
- steezys
- Sub Pop
- TOPMAN
- TOPSHOP
- Wary Meyers
- WELCOME COMPANIONS
- Well-kept.
- XIRENA
- Zana Bayne

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-five weeks to offer a new shopping experience and batch of exclusive merchandise. Pop-In@Nordstrom is the brainchild of Olivia Kim, the Director of Creative Projects at Nordstrom, who hand-picks merchandise spanning the high/low price range to match each new theme. Items featured in past Pop-In@Nordstrom shops have included home and gift items from legendary Paris-based retailer Merci (their U.S. debut), a custom black-on-black Rolex by Bamford, a private astrology reading by The Astro Twins, apparel from rapper Drake's October's Very Own (OVO) label, a Bob Hurley surfboard with painted graphics from famed artist and surfboard designer Craig Stecyk III, design-driven wares from Los Angeles based Poketo, the exclusive launch of FEED Projects first-ever leather bags, the Heritage Collection, and the U.S. debut of Hong Kong fashion collective I.T.

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