

NORDSTROM

Seven Ways to Make the Most of the Anniversary Sale

July 12, 2021

As we approach our highly anticipated Anniversary Sale, we are here to help you make the most of your shopping experience. Starting July 28 —and earlier depending on your Nordy Club cardmember status —shop brand-new arrivals from the best brands for a limited time until prices go back up on August 9. This year, the Anniversary Sale will feature incredible styles from top brands and customer favorites like Good American, Nike, UGG, Veronica Beard, Barefoot Dreams, Zella, Charlotte Tilbury, Bobbi Brown, Steve Madden, Treasure & Bond, Vince, Nuna, AllSaints, Bony Levy, as well as 100+ new brands to the sale.

The best deals go fast so we've outlined ways to help you make the most of the Anniversary Sale. See details below!

1. Shop Preview and Add Your Favorites to Your Wish List: For the second year in the U.S. and the first year in Canada, we're excited to offer customers a preview of sale items before the event begins. While browsing the Anniversary Sale preview, simply add items to your Wish List.

Pro tip: you can create a new Wish List for the Anniversary Sale. Once it's your turn to shop, you can check your items, add to bag and enjoy a quick and easy checkout.

2. Shop Your Way: We are focused on making the Anniversary Sale easy and personalized by delivering convenience and connection from discovery to delivery. Our services include:

- [Contactless Curbside Pickup](#)
- [Buy Online & Pick Up in Store](#)
- [Same-Day Delivery in NYC](#)
- [Quick and Easy In-Store, Curbside and Mail-In Returns](#)
- [Complimentary Gift Wrapping](#)
- [Alterations and Personalization](#)

3. Shop the Sale with a Stylist: Our expert team of fashion and beauty stylists can help you find the best picks from the sale for your wardrobe and budget and give you tips to build versatile outfits. Our customers can enjoy the [help of their stylist](#) wherever they choose to shop. For some, that's an immersive in-store experience and for others, it's reviewing outfit recommendations in five minutes on their phone.

4. Livestream Shopping Events: We launched [livestream shopping](#) earlier this year, and this Anniversary Sale, we're excited to continue engaging and entertaining our customers with a seamless checkout experience. Last week, we offered three events Wish List Building livestream events that gave customers a virtual hands-on view of some of our top picks (click here to replay and build your wish list).

- [July 6 Replay](#)
- [July 7 Replay](#)

Plus, every Tuesday and Thursday at 11:00 am Pacific Time during the event, customers can join us for lunchtime livestream events, whose themes include Brands We Love, The New Work Uniform, The Joy of Home, All About Beauty, Back to Class, Denim Refresh, Get Active, and Stock up and Save. Click [here](#) to learn more about the livestream events and RSVP. For a complete list of livestream and in-store events, visit our [Anniversary Sale Events Hub](#).

5. Glam-Up Days: Beginning July 28, join us in stores and online for 12 days of beauty events, Daily Deals, customized samples, gifts with purchase and more! [Book an in-store appointment](#) with your favorite beauty brand or [join us online for one of our virtual event experiences](#).

6. Restaurant Week: Our first Restaurant Week will be taking place from 7/25-7/31. Take a break from shopping and enjoy our chef-inspired seasonal features at great prices at [all restaurants](#) —three-course meals starting at \$45.

7. Get Your Anniversary Sale Picks Faster with Next Day Pickup: When searching on Nordstrom.com, you can filter to see what's available for next-day pickup. Customers in our top 20 markets can enjoy up to 4x more product selection available for same-day or next-day pick-up. You can filter on the sidebar on Nordstrom.com or in the app. Bonus: this year, you can pick up your order at your most convenient Nordstrom, Nordstrom Rack, or Nordstrom Local.

For more information on the Anniversary Sale, Early Access dates, services and products visit [Nordstrom.com/Anniversary](#).