

NORDSTROM

Simone Rocha Introducing Menswear Collection at Nordstrom NYC Center Stage

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Core to our brand promise is delivering the best brands and creating a sense of discovery and inspiration for our customers. Through pop-ups like Center Stage, customers can discover what is next and best in fashion through partnerships with the world's most exciting brand. These collections come to life in an immersive shop in stores and online.

For the latest installation, we unveiled the designer installment of Center Stage pop-up space featuring London-based designer Simone Rocha. The Simone Rocha Center Stage pop-up and installation will run from March 17-April 12.

Located on the first floor of the Nordstrom NYC Flagship store, the Simone Rocha Center Stage installation features an acrylic house in the brand's signature pink, straight-from-the-runway wigs and accessories, and the finale look from the SS23 collection shown at London Fashion Week. The installation reflects the label's playful yet grounded aesthetic, harnessing the volume and silhouettes that can be found in the collection.

The Simone Rocha Center Stage features women's ready-to-wear and accessories from the SS23 collection, alongside offerings from the brand's first menswear collection. Simone Rocha's Spring Summer 2023 collection is an exploration of femininity, with a strong juxtaposition between masculine and feminine as well as hand-made and modern.

"The SS23 collection was very much about harnessing a feeling, a contrast of fragility, remorse, anger and nature. I wanted to explore menswear as part of the Simone Rocha narrative. I looked a lot at uniform, tailoring and explored how they would be unzipped to reveal what was underneath, both rough and smooth, healing and harnessing. I was thinking about a relationship between characters and wanted to be able to reflect that in the shows and in the collection. I want people to feel strong when wearing SS23." —Simone Rocha, Creative Director

"We first launched Simone Rocha six years ago at Nordstrom, and we are proud to support Simone's journey as the brand has grown. I have found personal connection with Simone over the years not only as a designer and friend, but as a strong female creative and visionary storyteller. Her clothes are not only beautiful and thoughtfully detailed, but they have the special ability to evoke an emotional response and instantly make you feel special.

We're excited to bring that sentiment to life for our customers through this unique installation at our NYC Flagship and open up more discovery to the world of Simone Rocha with the launch of her first menswear collection." —Olivia Kim, SVP of Creative Merchandising at Nordstrom