

NORDSTROM

5 Ways to Make the Most of the Anniversary Sale

June 29, 2023



As we approach our highly anticipated [Anniversary Sale](#), we are here to help you make the most of your shopping experience. This beloved event kicks off July 17 and ends August 6. If you're a longtime Nordstrom shopper, you've got the dates marked on your calendar and a carefully honed strategy for shopping the sale. If you're new to Nordstrom, we're here to cover [everything you need to know](#) about the once-a-year event. Keep reading for our top Anniversary Sale tips.

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

1. Shop Your Way

We are committed to serving customers on their terms, and we've enabled several digital touchpoints to create the most convenient and connected experience. Customers can get a sneak peek at all sale merchandise on [nordstrom.com/anniversary](#) and save their favorites to a Wish List, making check out faster and easier. We're offering customers a digital catalog available on nordstrom.com and the Nordstrom App to show some of our best Anniversary Sale merchandise along with trends and outfitting to inspire customers.

2. Get Inspired with Free Style Help

Whether you're looking for exciting outfitting ideas or want one-on-one styling help, our expert stylists are here to make you feel good and look your best. During the Anniversary Sale (and year-round), customers can visit our stores, chat with a stylist online, and follow along on social media as our stylists post looks and inspiration.

3. Get a perfect fit with [Alterations and Personalization](#)

We can tailor any item to fit you perfectly. Our onsite alterations experts will make sure you get just the fit you need. Just stop at your nearest store or book an appointment online.

4. Get it Faster with [Pickup Your Way](#)

During the Sale and year-round, Nordstrom offers customers in our [top 20 markets](#) 4x expanded product availability for next-day pickup of their nordstrom.com order at their nearest Nordstrom, Nordstrom Rack or Nordstrom Local. Take a peek [behind the scenes](#) to see how we deliver more

products faster.

5. It's More Than a Sale—It's an Event

Come join us in-store and online for fun experiences, shopping, surprises and more. See our full calendar at [nordstrom.com](https://www.nordstrom.com).

- **Wish List Livestream: July 6**

Discover what's new and now with our Senior Managing Fashion Editor Kate Bellman. You'll see what's on our Wish List and get inspired to build your own!

- **Spin to Win: July 6**

Apply for a Nordstrom credit card and get a spin on our prize wheel. Approved card members also get Early Access to our Anniversary Sale.

- **Jewelry Trunk Shows: July 11-August 8**

Join us for trunk shows featuring Bony Levy, Monica Vinader and David Yurman. Discover colorful and distinctive jewelry pieces, and view styles you've never seen before.

- **Lunchtime Livestream Shopping Events: July 13, July 20, July 27, August 3**

Tune in for a series of live virtual events featuring curated products, current and upcoming trends, and essentials you can shop during the sale.

- **Beauty Founder Chats: July 14-August 1**

Tune in to hear from beauty brand visionaries as they share expert advice and exclusive offers.

- **Glam-Up Days: July 17-August 6**

Join us in stores and online for 21 days of exciting beauty events, Beauty Deals, customized samples, gift with purchase and more! Book an in-store appointment with your favorite brand or join us online for one of many virtual experiences. And don't forget Nordstrom BEAUTYCYCLE makes it easy for customers to recycle their empty beauty containers in all our stores and Nordstrom Locals.

- **Beauty Bash: July 22**

Celebrate all things beauty—skin care, makeup, and fragrance—with applications, demos, free gifts-with-purchase, beauty deals, customized samples and more.