NORDSTROM

Nordstrom Rack to Open New Location in Williamsburg, VA

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SEATTLE, July 23, 2025 /PRNewswire/ -- Seattle-based fashion retailer Nordstrom, Inc. announced plans to open a new Nordstrom Rack in Williamsburg, Virginia in fall 2026.

"We look forward to being a part of the Williamsburg community and serving our customers with an amazing offering of great brands at great prices," said Gemma Lionello, President of Nordstrom Rack. "We're excited to grow our footprint in the Norfolk market and introduce new customers to the Nordstrom experience."

Lionello added that in this location "customers will be able to take advantage of our convenient services such as online order pick up from both Nordstrom.com and NordstromRack.com, and they can make returns easily."

The 25,000 square-foot store will be located at Settlers Market, a popular shopping center that includes Michael's Arts & Crafts, Ulta Beauty, Five Below, Trader Joe's, World Market, and HomeGoods. Settlers Market is ideally located off of Monticello Avenue and Humelsine Parkway.

"We are excited to welcome Nordstrom Rack to Settler's Marketplace in Williamsburg, Virginia," said property management. "This fantastic addition not only reflects our long-term commitment to the vibrant community of Williamsburg but also enhances the shopping experience for our customers. We can't wait for our guests to enjoy the Nordstrom Rack experience and look forward to seeing how it will elevate our already diverse retail mix."

Nordstrom Rack is the off-price retail division of Nordstrom, Inc. and plays a critical role in the company's Closer to You strategy, which focuses on delivering customers a more convenient and interconnected experience across its stores and digital platforms. Nordstrom Rack offers customers up to 70 percent off on-trend apparel, accessories, beauty products, home decor and shoes from many of the top brands sold at Nordstrom stores as well as core services like online order pickup for Nordstrom.com and NordstromRack.com, easy returns and alterations at select stores. Nordstrom Rack is the largest source of new customers to Nordstrom.

This new location expands the company's physical footprint and economic impact in Virginia. It currently operates two Nordstrom stores and seven Nordstrom Rack stores in Virginia, generating more than 1,000 jobs statewide.

Nordstrom is committed to investing in the diverse communities where it operates. Over the past four years, Nordstrom, with its customers, has donated more than $2 million in support of its long-term partnership with Big Brothers Big Sisters of the United States. These proceeds support the recruitment, training and engagement of adult mentors and mentorship moments between Bigs and Littles, including preparing for an interview, learning to tie a tie and helping with homework.

About Nordstrom
At Nordstrom, Inc., we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our interconnected model enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites. Through it all, we remain committed to leaving the world better than we found it.

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