

NORDSTROM

Nordstrom Rack to Open New Location in Athens, Georgia

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SEATTLE, August 6, 2026 —Seattle-based fashion retailer [Nordstrom, Inc.](#) announced plans to open a new [Nordstrom Rack](#) in Athens, Georgia in summer 2027.

"We look forward to being a part of the Athens 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 Atlanta 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 22,000-square-foot store will be located at Athens Marketplace, a popular shopping center that includes Office Depot, Game Stop and others. The Outparcel is owned and managed by the Crimson Companies, under the leadership of Pamela Day, and is ideally located on Atlanta Highway, US 78.

"We are excited to welcome Nordstrom Rack to Athens Marketplace," said Mike Riso, property manager of Crimson Companies. "This new location underscores Nordstrom's long-term commitment to investing in the community through local job creation, economic development, and a customer-first approach that has made the brand a trusted destination for millions of shoppers nationwide."

Nordstrom Rack is the off-price retail division of Nordstrom, Inc. and offers customers up to 70% 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 Georgia. It currently operates two Nordstrom stores and seven Nordstrom Rack stores in the state, generating more than 700 jobs statewide.

About Nordstrom

At Nordstrom, Inc., we strive 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 nearly 400 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our [Nordstrom](#) and [Rack](#) apps and websites.

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