

NORDSTROM

Nordstrom Partners With FAO Schwarz to Expand Iconic Toy Brand Nationwide

The partnership unites the two retailers to deliver experiential retail, specialty products and exclusive collaborations to customers nationwide.

Seattle, June 23, 2026 – Nordstrom is bringing the magic of FAO Schwarz, New York City’s most iconic and the world’s most famous toy store, to customers nationwide through a new partnership rooted in a shared commitment to immersive retail experiences, thoughtfully curated products and exclusive collaborations. Beginning this summer, the legendary toy brand will be available on Nordstrom.com, with store locations and a curated assortment launching across all Nordstrom doors later this year.

For more than 164 years, FAO Schwarz has been synonymous with imagination, discovery, and bringing the most innovative products and experiences to its guests. Its expansion into Nordstrom marks an exciting new chapter for both brands, introducing a special selection of premium and innovative toys, gifts and collectibles designed to spark creativity and inspire wonder for customers of all ages.

“Nordstrom is a perfect partner for FAO Schwarz, with its long tradition of beautiful stores, unique and quality products, and its commitment to the best in customer service,” said David Niggli, Chief Merchandising Officer, FAO Schwarz. “By bringing our two iconic brands together, we’re creating an engaging experience where shopping becomes playful and full of wonder, while sharing our exclusive products, collaborations, and retail theater through immersive demonstrations and experiences with Nordstrom customers.”

The partnership brings FAO Schwarz's most iconic products and interactive experiences to life, featuring beloved brand hallmarks such as Toy Soldiers, Dance-on Pianos, Clock Towers and lifelike plush animals. Customers can shop FAO Schwarz branded categories including premium plush, fashion and beauty toys, creativity, music, preschool and vehicles, alongside curated specialty brands such as Brio, Bunnies by the Bay and Djeco. The selection also expands into categories tailored to the Nordstrom customer, including infant and preschool offerings, making it convenient for families to shop for toys, apparel and gear in one destination. In addition, the partnership will offer exclusive toy launches specifically targeted to the Nordstrom customer.

Select locations will feature a suite of hands-on experiences inspired by iconic FAO Schwarz moments, bringing imagination to life for customers of all ages:

- **FAO-Abulous** – Design and accessorize your own custom handbag.

- **FAO Doll** – Select your swaddle, sign the birth certificate and bring your chosen baby doll home.
- **FAO Beauty** – Build your own make-up kit with customized color palette.
- **Brio Personalization Station** – Explore hands-on play and customization with the beloved Brio train collection, for a truly personal keepsake.

The online assortment will complement the in-store experience with a broader selection, featuring additional brands and expanded offerings from FAO Schwarz's bestselling collections.

“FAO Schwarz represents imagination and joyful discovery, which aligns naturally with how we think about creating meaningful experiences for our customers,” said Tacey Powers, executive vice president and general merchandise manager for shoes, kids, and home at Nordstrom. “By partnering with a retailer that shares our vision for thoughtful curation and immersive retail moments, we’re able to create something truly special - inviting customers of all ages to engage, explore and experience the joy of shopping. We’re excited to work together to bring FAO Schwarz’s magic to Nordstrom customers nationwide.”

In June, FAO Schwarz will open its second New York City location - for the first time in over 100 years - at the Nordstrom NYC Flagship this summer, bringing the same sense of magic and wonder to Nordstrom customers.

Beyond New York, FAO Schwarz will come to life in eight Nordstrom doors across the country through "The Jewel Box" - a curated store-within-a-store bringing the magic of the iconic FAO Schwarz experience to customers nationwide. Each curated space features immersive branded activations, live toy demonstrations, and storytelling moments that enchant across generations, making it a destination for discovery, gifting, and delight. The FAO Schwarz Jewel Box will be available in the following Nordstrom locations later this year:

- Aventura Mall (Miami, FL)
- Bellevue Square (Bellevue, WA)
- Brea Mall (Brea, CA)
- Garden State Plaza (Paramus, NJ)
- NorthPark (Dallas, TX)
- Oak Brook Mall (Oak Brook, IL)
- South Coast Plaza (Costa Mesa, CA)
- Fashion Valley (San Diego, CA)

The FAO Schwarz assortment will also be available on Nordstrom.com beginning in June.

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 nearly 400 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 it better](#) than we found it.

About FAO Schwarz

FAO Schwarz, New York City's most iconic toy store since 1862, continues its legacy of delight by staying at the forefront of trends and innovation. While deeply rooted in innovation and quality, FAO Schwarz constantly evolves its offerings to reflect the latest in toy trends, retail theatre and play experiences. The brand consistently introduces new and exciting products and in-store experiences, ensuring that its marvelous, bountiful emporium remains a destination for the most sought after toys, collectibles and gifts from around the globe. This commitment to modern relevance, coupled with its rich history, allows FAO Schwarz to create cherished memories and inspire awe and discovery for generations, proving that a timeless brand can also be a leader in the future of play. The World of FAO has grown to include stores worldwide: New York, Paris (at Galeries Lafayette Paris Haussmann), Milan, and Beijing. Follow the wonder of FAO Schwarz at [@faoschwarz](#).

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