

NORDSTROM OFFERS CUSTOMERS FASTER ACCESS TO MORE INVENTORY

As part of its market strategy expansion, retailer offers customers in next 10 top markets greater access to inventory and services

WHAT: Leading fashion retailer, Nordstrom, Inc., is rolling out its market strategy in its next top 10 markets. Customers are now able to shop an expanded merchandise selection across all Nordstrom stores in these markets for next day pickup and local cardmembers have the option of free two-day shipping. Additionally, for greater convenience, customers will now be able to pick-up Nordstrom.com orders at Nordstrom Rack stores.

WHY: The retailer continues to look for ways to expand the aperture of customers it serves and how it serves them. At the center of its market strategy is the unique combination of the Nordstrom and Nordstrom Rack brands, along with its combined physical and digital assets that create an opportunity to get closer to the customer than ever before, serving them when, where and how they want to shop. When this experience was introduced to Nordstrom's first top ten markets, on average customers had access to 4X more product selection and a one-day reduction in shipping speed.

WHERE: Portland, Ore.; San Diego; Minneapolis; Denver; Austin and Houston, Texas; Miami and West Palm Beach, Fla., Atlanta, and Detroit.

WHEN: Available now

HOW:

1. Visit Nordstrom.com or the Nordstrom app
2. Click on a product category
3. On Nordstrom.com look on the left-hand side for the "free pickup" filter and indicate "pickup tomorrow" for all the available options across stores within the market. On the Nordstrom app swipe the filters all the way to the left to reveal the "pickup" filter and select "pickup tomorrow" to increase available product selection.
4. Indicate the Nordstrom or Nordstrom Rack location you'd like to pick up your order or if you are a Nordstrom credit card member you can select the free two-day shipping option.