

SKIMS

NORDSTROM

NORDSTROM NYC LAUNCHES SKIMS MENS AT THE CORNER, A LIMITED TIME POP-UP SHOP

Experience the first-ever stateside SKIMS Mens pop-up at Nordstrom NYC.

NEW YORK (September 6, 2024) – Nordstrom is pleased to announce the launch of SKIMS Mens at The Corner, a limited time pop-up shop at the Nordstrom NYC Flagship. This shop is part of an ongoing series of pop-ups and brand takeovers at the Nordstrom NYC Flagship in a dedicated space on The Corner of 57th and Broadway.

SKIMS Mens at The Corner offers customers an exclusive opportunity to experience the brand's game-changing mens underwear, loungewear, and essentials in person for the first-time in the United States. Rooted in comfort, fit and superior movement, SKIMS Mens provides first layers that make every man feel like he can take on any challenge with confidence and ease. Prices range from \$18 to \$88.

“We are excited to partner with SKIMS Mens on their first stateside pop-up,” says **Olivia Kim, SVP of Creative Merchandising at Nordstrom**. “This unique immersive experience allows us to bring SKIMS Mens’ innovative and comfortable designs directly to our customers for the first time. We are thrilled to continue our long-standing partnership with the brand and look forward to showcasing this unique assortment at our NYC Flagship for a limited-time.”

Nordstrom and SKIMS first announced their long standing partnership in February 2020. Since the beginning of the partnership, Nordstrom and SKIMS have worked hand in hand to test, launch, and expand innovative retail strategies, including branded SKIMS Shops in stores across the U.S. The synergy between Nordstrom and SKIMS is apparent and is rooted in representation and innovation, with both brands placing customers at the heart of their efforts.

“Our partnership with Nordstrom has been instrumental in helping us connect with customers and serve them in ways that aren't possible digitally,” says **Robert Norton, Chief Commercial Officer, SKIMS**. “As we look to expand our men's category, we're thrilled for customers new and loyal to discover, feel, and experience the product in real life in the SKIMS Mens pop-up experience. We look forward to learning more about our customers during the pop-up and can't wait to expand our men's category to more locations soon.”

SKIMS Mens at The Corner will be open at Nordstrom NYC through September 29 with SKIMS Mens available to shop anytime at select Nordstrom locations and online at [Nordstrom.com](https://www.nordstrom.com).

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ABOUT NORDSTROM:

At Nordstrom, Inc. (NYSE: JWN), 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.

ABOUT SKIMS:

Co-founded in 2019 by Kim Kardashian and Jens Grede, SKIMS is creating the next generation of Women's underwear, loungewear, and shapewear and setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, the brand's goal is to consistently innovate on the past and advance the industry forward.

SKIMS Mens launched in 2023 with underwear and foundations engineered for maximum support, performance, and recovery. From the softest boxers that never lose shape to the most comfortable tanks and tees, the ultimate first layer starts with SKIMS Mens. Through partnerships with legacy sports organizations such as the NBA and Team USA, SKIMS consistently aligns with cultural institutions to drive conversations within the world of popular culture, entertainment, and sport.

SKIMS sells directly through its website (SKIMS.com), as well as through select retailers including Nordstrom, among others.

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