

NORDSTROM

Nordstrom Unveils The Second Iteration of “Nordstrom For Everything New York”

The retailer’s New York-centric campaign celebrates iconic institutions and legendary New Yorkers.

NEW YORK (February 3rd, 2025) – Today, Nordstrom, Inc. launched the second iteration of the campaign titled “Nordstrom For Everything New York”, shot by renowned photographer Cass Bird and styled by Kate Young. The seasonal campaign highlights iconic New York establishments featuring a cast of legendary New Yorkers. The campaign will debut in New York City through print, digital, social media, and out-of-home paid media placements.

Nordstrom continues to partner with iconic New York City destinations to bring this campaign to life, raising awareness of its Flagship store on 57th and Broadway. Designed to showcase Nordstrom NYC’s premier services—ranging from on-site beauty experiences and last-minute alterations to personalization, complimentary expert styling, and a variety of food and beverage concepts—highlighting Nordstrom’s commitment to serving the needs of its New York customers.

The campaign features a dynamic group of notable New Yorkers including actors Amy Sedaris and John Turturro, filmmaker Spike Lee, stylist Kate Young, comedians Kate Berlant and John Early, and models Devyn Garcia, Calista Choley, and Carlisle Aikens all of whom share an affinity for their hometown. The imagery showcases everyday and extraordinary moments across the city—spending a day at the museum with friends, savoring dim sum in NoLIta, enjoying a glamorous night out, or gathering groceries for a family dinner—while illustrating how Nordstrom NYC is here to provide offerings and services to ensure customers are ready **For Everything New York**.

Shot on location at each of the four partner establishments, “Nordstrom For Everything New York” spotlights the iconic American Museum of Natural History, the classic Plaza Hotel, the famous gourmet emporium Zabar’s, and lower Manhattan’s vintage dim sum parlor Nom Wah. As part of this initiative, Nordstrom will collaborate with these partners to reimagine various exclusive in-store activations at the NYC Flagship throughout the year.

“New York City has been at the heart of the Nordstrom journey since opening our store in 2019,” says Deniz Anders, Chief Marketing Officer at Nordstrom. “With the latest Nordstrom For Everything New York campaign, we’re not only celebrating the moments that matter to our customers, but also the iconic people and places that make this city so extraordinary. From The Plaza Hotel to Nom Wah, Zabar’s, and the American Museum of Natural History, we’re proud to spotlight the institutions that shape the movement and vibrancy of New York life. Through inspiring in-store activations and storytelling, we’re deepening our connection with the community we’re so fortunate and proud to be part of.”

The campaign will appear throughout the city via bus shelters, newsstands, taxi tops and subway stations, with a special takeover of the Columbus Circle station near the 57th Street Flagship.

Download assets [here](#)

Courtesy of NORDSTROM

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.

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