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OH, WHAT FUNHOUSE!

NORDSTROM NYC DEBUTS *OH, WHAT FUNHOUSE!* - AN IMMERSIVE HOLIDAY EXPERIENCE



New York, NY – November 18, 2025 — This holiday season, Nordstrom NYC is inviting guests to step into a world of sensory delight with the debut of “Oh, What Funhouse!” — an immersive experience at the NYC Flagship that draws inspiration from childlike curiosity and the joy of giving. A playful extension of the “Oh, What Fun!” holiday campaign, the entire store is transformed into a vibrant playground, guiding visitors through five interactive zones, each thoughtfully designed to awaken a different sense and spark inspired gifting.

“Oh, What Funhouse!” begins at the main 57th Street entrance, where guests are welcomed through a dazzling tunnel illuminated by LED lights, framed with floating metallic letters spelling out “OH, WHAT FUN!” and a marquee-lit portal. Each entrance reveals its own festive surprise designed to spark curiosity and draw passersby into a magical world of holiday gifting and delight.

“We wanted to flip the script on traditional holiday shopping,” said Olivia Kim, SVP of Creative at Nordstrom. “Oh, What Funhouse!” transforms the store into a surreal playground where gifting becomes instinctive, expressive, and joyful. It’s about awakening

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the senses, embracing bold choices, and creating moments that feel unmistakably New York.”

Inside, guests embark on a multi-sensory journey filled with wonder and discovery. The experience unfolds across five distinct levels, each guided by playful wayfinding, immersive elevator rides themed around a single sense, and photo-ready backdrops that invite exploration. It all begins on the first floor at the Welcome Stations, where customers receive a Gift Expert Guide — a collectible passport that leads them through each activation. As customers move through the floors, they collect custom stickers and personal gift notes at every zone. With each completed experience, customers get one step closer to unlocking their “sixth” sense, ultimately earning the title of Certified Gift Expert.

Each level offers a unique atmosphere: music echoes through the atrium, scents spark curiosity, mirrors distort reality, textures invite touch, and candy flavors unlock surprises. Together, the five floors create a surreal, joy-filled experience that reimagines holiday shopping as a celebration of generosity, creativity, and sensory delight.

Activations by Floor

Floor 1 – Sound: Listen to Your Instinct

Step into a symphony of surprise as a floating piano fills the atrium with whimsical melodies. Overhead, gleaming silver horns whisper personalized gift suggestions, each one tied to specific departments — turning sound into a source of inspiration.

Floor 2 – Scent: Follow Your Nose

A towering sculptural nose invites guests to press a button and receive a theatrical, fortune-cookie-style receipt with playful gifting clues. The scents are unexpected, the messages are shareable, and the experience is designed to spark curiosity with every sniff.

Floor 3 – Sight: Make an Impression

A kaleidoscopic maze of funhouse mirrors distorts reflections and encourages bold, expressive gift choices. Augmented reality mirrors and surreal vinyl messaging heighten the visual drama, making this floor a feast for the eyes — and the imagination.

Floor 4 – Touch: Know What Feels Right

Oversized sculptural hands offer tactile moments that range from plush faux fur to crystalline textures. Guests can explore digital palm readings to reveal their gifting fate, while each hand reflects a different mood — from cozy and comforting to luxe and celebratory.

Floor 5 – Taste: Match Their Taste

Sculptural gumball machines dispense unique mystery flavors, each flavor unlocks a curated gift suggestion revealed beneath a matching plaque, turning taste into a playful path to the perfect present.

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Complete the Journey

Guests who explore all five zones unlock the elusive sixth sense — becoming certified Gift Experts. The result is a keepsake-worthy adventure that transforms holiday shopping into a joyful, immersive celebration.

Nordstrom is also bringing the magic home to Seattle. In addition to its NYC debut, “Oh, What Funhouse!” is arriving at the Downtown Seattle Nordstrom, offering a uniquely local edition of the holiday celebration infused with the spirit of the city Nordstrom has proudly called home for over a century. Guests will be welcomed through a whimsical funhouse entrance that draws them in and sets the stage for a sensory holiday adventure. The visual language of the NYC exterior expands to Seattle with bold color, graphic frames, and a playful twist on tradition, transforming the store’s windows into vibrant expressions of joy. Inside, visitors can journey through the senses with the Gift Expert Guide, a curated experience designed to inspire and delight every kind of gifter. From the street, the Sky Bridge becomes a frosted passage that leads guests to Santa’s Corner, creating a magical moment that connects the city’s energy with the warmth of the season.

The concept was developed in collaboration with Invisible Dynamics, a globally recognized brand transformation consultancy celebrated for its immersive, culture-driven approach to retail and experience design.

To celebrate the launch of “Oh, What Funhouse!”, Nordstrom NYC will host an exclusive one-night only shopping event on December 4th. Guests will embark on a multi-floor journey, engaging with all five senses through interactive games, brand activations, festive treats, prizes, and more. Each level offers a distinct experience designed to surprise, delight, and inspire gifting creativity.

Additionally, customers are invited to shop at The Gift Shop at The Corner, a vibrant, two-floor concept designed to elevate the art of gifting year-round. Featuring a curated mix of fashion, accessories, home, beauty, and kids’ products, the shop offers rotating collections, exclusive drops, and personalized touches that make every gift feel unique. With festive activations, hands-on workshops, and thoughtful finds, including budget-friendly picks under \$100, each visit promises a fresh and inspiring experience for every kind of gift-giver.

The Flagship is also bringing back its cherished holiday traditions, including the magical Santa Snow Show, festive Storytime with Santa, Santa Breakfasts, and the Letters to Santa experience. Join us in-store to celebrate these beloved moments and create joyful holiday memories with the whole family. Learn more about our holiday experiences [here](#).

“Oh, What Funhouse!” will be on display at the Nordstrom NYC Men’s & Women’s stores starting today through January 5.

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PHOTOGRAPHY CREDIT

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VIDEOGRAPHY CREDIT

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Download assets [HERE](#)

NORDSTROM NYC

Men's Store: 235 West 57th Street

Women's Store: 225 West 57th Street

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.

PRESS CONTACT

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