

## **POPULAR DIRECT-TO-CONSUMER BRAND, LIVELY, IS COMING TO NORDSTROM SEPTEMBER 17**

*For a limited time, Nordstrom will carry a variety of LIVELY's products in-store and online*

We're excited to announce that Nordstrom will be LIVELY's first retail partner, carrying a selection of the ecommerce brand's collection in 11 stores and on Nordstrom.com beginning September 17<sup>th</sup>. Founded by Michelle Cordeiro Grant in April 2016, LIVELY is known for blurring the aesthetic lines of lingerie, active, and swim, and creating pieces that combine high-style and comfort.

A large selection of LIVELY's core styles (bralettes, cup styles, no-wires and swim) along with loungewear and beauty products will be available at Nordstrom through December. Pieces range from approximately \$10-\$65.

"We are so excited to work with Nordstrom to bring the LIVELY experience to 11 stores" said Michelle Cordeiro Grant, founder and CEO of LIVELY. "It's been a true partnership as Nordstrom shares our passion for putting community and brand values first. Our design reflects our first ever LIVELY Experience store in NYC and we can't wait to share more store details as well as LIVELY events that we'll be hosting throughout the partnership. Together we will continue to inspire women and customers with amazing experiences and products!"

In select Nordstrom stores, LIVELY products will be merchandised together in a bright, fun and community-focused pop-up space, bringing the brand to life for customers.

LIVELY will be available in the following Nordstrom store locations:

- Nordstrom Downtown Seattle (Seattle, WA)
- Nordstrom Park Meadows (Lone Tree, CO)
- Nordstrom Michigan Ave (Chicago, IL)
- Nordstrom Irvine Spectrum (Irvine, CA)
- Nordstrom Tysons Corner Center (McLean, VA)
- Nordstrom The Grove (Los Angeles, CA)
- Nordstrom Santa Monica Place (Santa Monica, CA)
- Nordstrom University Town Center (San Diego, CA)
- Nordstrom Century City (Los Angeles, CA)
- Nordstrom The Plaza at King of Prussia (King of Prussia, PA)
- Nordstrom NorthPark Center (Dallas, TX)

"With a shared focus on body positivity and empowerment, we're thrilled to be LIVELY'S first retail partner," said Tricia Smith, EVP general merchandise manager of women's apparel for Nordstrom. "We welcome the opportunity to introduce our customers to brands that are not widely available and look forward to offering them a variety of LIVELY's functional and comfortable pieces."

Nordstrom has been the retail partner of choice for other limited-distribution brands such as Topshop/Topman, Charlotte Tilbury, Sézane and Reformation.

High-resolution images are available for download here:

<https://www.dropbox.com/sh/l3h2vu07hqnhkb/AACH-WoEU75PAG9hB4lxMsis?dl=0>

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#### **ABOUT LIVELY**

LIVELY is bra and undies brand that blurs the aesthetic lines of lingerie, active, and swim, taking the best elements of high-style and comfort from each category. Founded by Michelle Cordeiro Grant, LIVELY is inspired by what we believe makes women sexy today; smart, healthy, active and outgoing. We're establishing an entirely new category and POV of lingerie, a movement that we call Leisurée. For more information, please visit [WearLIVELY.com](http://WearLIVELY.com).

#### **ABOUT NORDSTROM**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 374 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 240 Nordstrom Rack stores; three [Jeffrey](#) boutiques; two clearance stores; six Trunk Club clubhouses; and its Nordstrom Local service concept. Additionally, customers are served online through [Nordstrom.com](http://Nordstrom.com), [Nordstromrack.com](http://Nordstromrack.com), [HauteLook](http://HauteLook) and [TrunkClub.com](http://TrunkClub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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