

NORDSTROM

NORDSTROM DEBUTS A NEW DESTINATION OF DISCOVERY WITH NORDSTROM HOME

Nordstrom Home is Redefined with a New Store Concept at the Nordstrom NYC Flagship

NEW YORK (September 23, 2021) – This fall, Nordstrom, Inc. (NYSE: JWN) is excited to debut a redefined Home concept along with the opening of the Nordstrom Home NYC shop, an inspiring yet approachable two-story retail experience at the Nordstrom NYC Flagship. The shop will be a unique expression of the Nordstrom Home concept, with an extensive selection of home goods that meet the needs of local New Yorkers and tourists alike.

INTRODUCING NORDSTROM HOME, REDEFINED

Nordstrom Home will be the ultimate destination for discovery, offering a thoughtful curation of furnishings and objects from established and prestige to emerging and unexpected brands, across all price points. With this concept, Nordstrom Home rethinks the way style and design contributes to customer's lives in their most personal spaces by offering relevant everyday things to make their spaces more fulfilling, easy, fun and inspiring.

With a dedicated focus on three category pillars including Kitchen and Tabletop, Home Textiles, and Home Décor, Nordstrom Home brings together the best brands in the market from emerging brands like **Estelle Glassware, GOODEE, Otherland**, and **Serax** to established customer favorites like **Boll & Branch, Dyson, Staub, Marimekko, Matouk, Moccamaster** and more. Nordstrom Home also serves as a physical touchpoint to beloved Direct-to-Consumer brands by serving as a key retail partner to names including **Bearaby, Carraway, Casper, Five.Two by Food 52, Great Jones, Open Spaces** and **Our Place** amongst many others.

The newly expanded merchandise assortment is expertly curated by a newly assembled team of seasoned merchants with strong collective industry experience across some of the most renowned brands and retailers in the Home space, and led by Olivia Kim, VP of Creative Projects and Home at Nordstrom.

“We know that the Nordstrom customer comes to us as a trusted source for fashion when it comes to their wardrobes, and Nordstrom Home serves as an extension of that lifestyle offering by bringing an approachable design-driven point of view into their homes,” says Olivia Kim, VP of Creative Projects at Nordstrom. “We wanted to create a style-focused destination for the home by bringing together the best brands out there, we hope that Nordstrom Home will spark a sense of discovery as our customers uncover new brands amongst some of the ones they know and love.”

Nordstrom Home will serve as an ever evolving resource for design-forward merchandise, giving customers the opportunity to come across what's next in home, including new brands, products, categories, and experiences. The concept will be available at Nordstrom stores nationwide and online at [Nordstrom.com/home](https://www.nordstrom.com/home). Nordstrom Home will offer a robust selection of online products and services to complement its in-store offerings for a seamless experience including an interactive digital experience

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featuring content from a diverse range of brands that will offer home stylist inspirations and help customers navigate shopping for their home.

A DISTINCTLY NEW YORK RETAIL EXPERIENCE

In late September, Nordstrom Home will debut an expansive, two-level retail space at the Nordstrom NYC Flagship cleverly designed for the busy New Yorker as well as the tourist looking for something unique. With a selection of everyday solutions for city living like innovative-yet-compact appliances and small furniture designed for apartments, to exclusive suitcase friendly souvenirs, the store aims to offer something for everyone. Nordstrom Home NYC will offer over 50 new brands, and more than 1400 customer choices.

In keeping with Nordstrom's commitment to supporting local businesses and fostering a sense of community and connection, the Nordstrom Home NYC Shop will showcase a number of New York-born brands, institutions and businesses such as design-forward décor and housewares from the **MoMA Design Store**, a dedicated **BEVERLY'S** shop installation, and products from **Quiet Town, Beni Rugs, Bole, Dusen Dusen**, and **Thompson Street Studio**. There will be unique handcrafted pieces from local makers such as lamps by **Wooj**, ceramics by **Danielle Yukari**, and furniture designed by artist **Marc Hundley**. The Nordstrom Home NYC shop will feature kitchenware brand **Great Jones'** first-ever physical retail experience, in a multi-floor immersive build out in collaboration with Co-Founder Sierra Tishgart, showcasing some of her favorite products as well as an exclusive offering of a limited-edition color in select bestselling Great Jones designs.

"We are so excited to bring the renewed vision of Nordstrom Home to life with the opening of the Nordstrom Home NYC Shop," says Olivia Kim. "We thoughtfully and purposely sought after independent small makers, established designers, and renowned institutions rooted in the city itself to support local businesses, as we believe it is important, now more than ever, to cultivate connection in and be a platform for the community that we serve."

The Nordstrom Home NYC Shop echoes the natural light and open, hyper-flexible floor plan of the overall flagship's design, sparking a sense of discovery upon entering the store and allowing customers to easily navigate the space. Spanning across two floors, the store features an immersive room-by-room approach to each key area of the home with highlighted products on display including dedicated areas for the living room, office, bedroom, bathroom, and kitchen which will come complete with an interactive space that will be host to a rotating series of consumer activations.

In addition to the highlighted New York rooted brands, the Nordstrom Home NYC shop will offer a diverse selection of merchandise from emerging brands like **Maison Balzac** and **The Citizenry**, design forward décor and furniture brands like **Kartell** and **Memphis Milano**, cozy home essentials from **Nordstrom Made** and **Barefoot Dreams**, to classic kitchen staples like **Le Creuset** and **Alessi**.

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The Nordstrom Home NYC Shop at Nordstrom's Manhattan flagship is located at 225 West 57th Street and can be reached at (212) 295-2000. Hours of operation are Monday through Sunday from 10:00am to 8:00pm, and Sunday from 11:00 am to 7:00pm.

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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 digital-first platform 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.