

# HAPPINESS IS POP-IN@NORDSTROM

Press Contact

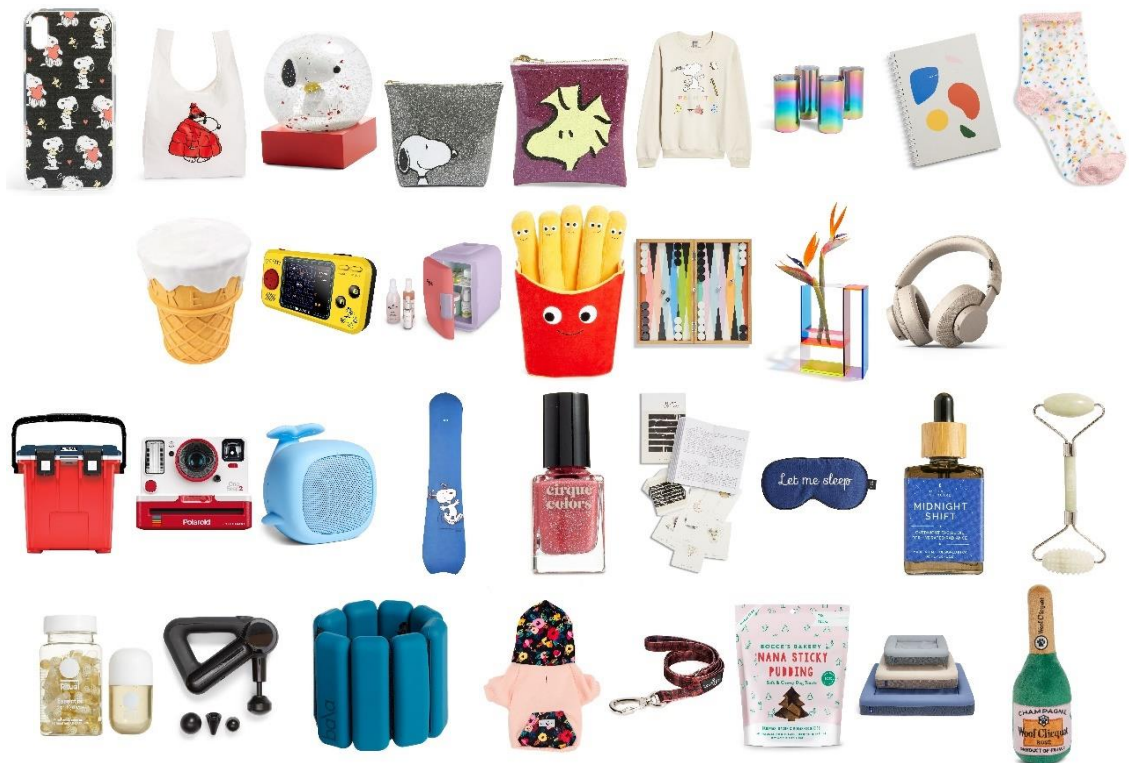
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'TIS THE SEASON OF GRATITUDE AND GIVING.

November 22, 2019

## WHAT Happiness Is Pop-In@Nordstrom

Celebrate the holidays at Pop-In@Nordstrom with Snoopy, Charlie Brown and the rest of the Peanuts gang, and discover hundreds of uncommon gifts to light up those who make life brighter. Featuring more than 100 exclusive items and 1,000+ gifts spanning home and health, travel and tech, and even presents for your friends on four legs, Happiness Is Pop-In@Nordstrom has something for everyone on your list. The shop will be available starting on Friday, November 22 in select Nordstrom locations and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).





**WHEN** November 22 to January 5

**WHO**

- A LITTLE LOVELY COMPANY
- AARKE
- ACTIVIST MANUKA
- AERA
- AMBORELLA ORGANICS
- ANATOMICALS
- ANECDOTE CANDLES
- ARCADE1UP
- ARCKIT
- AREAWARE
- ART YOU GREW UP WITH
- BAGGU
- BAKED BEAUTY CO
- BALA
- BANWOOD
- BARISIEUR
- BASIC PURITY
- BC MINI
- BEST MADE CO
- BETTER MRKT
- BIG HEART TEA CO
- BIRD
- BLOCK DESIGN
- BLUELAND
- BOCCES BAKERY
- BOOKMAN
- BREDA
- BRKLZ
- CAFE WARSHAFSKY
- CAMPO
- CASETIFY
- CASPER
- CHAMPION
- CHINTI AND PARKER
- CHRONICLE BOOKS
- CHRONICLE X POKETO
- CINEMOOD
- CIRQUE COLORS
- CJW SCARVES
- CLEVER IDIOTS
- COOLSNOWGLOBES
- COOLULI
- CORKSICLE
- COURANT
- DELFONICS
- DOG THREADS
- DREAMS GIFTS
- DURALEX USA
- EEBOO
- EGG PRESS INC
- EXPLORE THOUSAND
- FATTY SUNDAYS
- PRETZELS
- FLIGHT 001 TRAVEL PRODUCTS
- FREDERICKS & MAE
- GARMIN
- GIRL GANG
- GOOP
- GRAF LANTZ
- HARDING-LANE
- HARIBO
- HARPER + ARI
- HAUTE DIGGITY DOG
- HERLAND
- HIGHLOW JEWELRY
- HIGHTIDE
- HYDRANT
- HYGGE GAMES
- HYPERICE
- IMPOSSIBLE PROJECT CAMERAS
- INNER COMPASS
- JULIE MOLLO
- KID MADE MODERN
- KID ROBOT
- KOCOSTAR
- COSMETIC GIFTS
- LAPCOS
- LE CHOCOLAT DES FRANCAIS
- LEXON
- LILY & MOMO
- LOMOGRAPHY
- LORIEN STERN
- LOROX
- LOVE THY BEAST
- LUMIPETS
- MAGNAFRAME
- MAISON LABICHE
- MARC JACOBS
- MARVIS
- MEGABABE
- MOB MOBILITY ON BOARD
- MODERN SPROUT
- MOMA
- MOONLIT SKINCARE
- MOULIN ROTY
- MPOWERD
- MT TAPE
- MUDPUPPY
- NEWMADE LA BY AMSTERDAM MODERN
- NPW COSMETIC GIFTS
- OH SCENT
- OHH DEER
- ORANGEHEAT
- ORGAID
- OSTRICH PILLOW
- PELICAN LUGGAGE
- PETCUBE CAMERA
- PINCH PROVISIONS KITS
- PINTRILL
- POKETO
- POLAROID

- POPPY HAND-CRAFTED POPCORN
- POWERPIC
- PREPPI
- PRETTI COOL
- PRINTWORKS
- PROVINCE
- APOTHECARY
- QUSHINI
- RAEL
- RAINS
- RITUAL
- SAINT JAMES
- SCHOENHUT
- INSTRUMENTS
- SHHHOWERCAP
- SILKE LONDON
- SIMPLE SELF
- SIX BARREL SODA CO
- SNOOPYBAG
- SNOW PEAK CAMPING ACCESSORIES
- SONOS
- SOON SKINCARE
- STASHER
- STEAMERY
- SUBU
- SWEET BELLA
- TATTLY
- TEA DROPS
- THE CASERY
- THE SCHOOL OF LIFE
- THE SKATEROOM
- THERAGUN
- THIRD DRAWER DOWN
- THOUSAND HELMETS
- THREE POTATO FOUR
- TINY BANDIT
- TOPO DESIGNS
- TOUCHLAND
- UNITED SHAPES
- URBAN EARS
- USBEPOWER
- VACAVALIENTE
- VAGABOND GOODS
- VEQUE
- VERLOOP
- ACCESSORIES
- WACACO
- WELL-KEPT
- WELLY HEALTH PBC
- WES CANDY CO.
- WILDER CONDIMENTS
- YELLOW BIRD SAUCE
- YOGA ZEAL
- ZESTT

Click [HERE](#) to access imagery and product details.

**WHERE** This season for holiday we are expanding Pop-In@Nordstrom to additional Nordstrom locations. New stores are started below:

- Bellevue Square, Bellevue, Wash.
- \*Broadway Plaza, Walnut Creek, Calif.
- \*Century City, Los Angeles, Calif.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle Wash.
- Eaton Centre, Toronto, Ont.
- \*Fashion Island, Newport Beach, Calif.
- \*Fashion Square, Scottsdale, Ariz.
- \*Fashion Valley, San Diego, Calif.
- \*Houston Galleria, Houston, Texas
- \*Mall of America, Bloomington, Minn.
- \*Manhattan, New York, N.Y.
- Michigan Ave, Chicago, Ill.
- \*Natick Mall, Natick, Mass.
- NorthPark Center, Dallas, Texas
- \*Oakbrook Center, Oak Brook, Ill.
- Pacific Centre, Vancouver, B.C.
- \*San Francisco Centre, San Francisco, Calif.
- South Coast Plaza, Costa Mesa, Calif.
- \*The Mall at Green Hills, Nashville, Tenn.
- \*The Plaza, King of Prussia, Pa.
- \*Topanga, Canoga Park, Calif.
- \*Tysons Corner, McLean, Va.
- \*Valley Fair, San Jose, Calif.
- \*Washington Square, Portland, Ore.

Nordstrom Local locations:

- \*Upper East Side, New York, N.Y.
- \*West Village, New York, N.Y.

- \*Melrose, Los Angeles, Calif.
- \*Brentwood, Los Angeles, Calif.
- \*Downtown Los Angeles, Los Angeles, Calif.

### **ABOUT POP-IN@NORDSTROM**

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring “the world of” to customers.

Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5. Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects) and is available in 8 Nordstrom locations and online at Nordstrom.com/pop. In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer’s national locations.

Pop-In@Nordstrom partnerships have included: Ace & Jig, Aesop, Allbirds, Alexander Wang, Away, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, Hatch, HAY, Herschel Supply Co., Liberty London’s Flowers of Liberty collection, Maisonette, MCM, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

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