

THE CORNER

# THE GIFT SHOP

## Nordstrom NYC Launches The Gift Shop at The Corner

A year-round gifting destination that transforms with the seasons



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**NEW YORK (October 23, 2025)** – Nordstrom NYC is redefining the art of gifting with the debut of The Gift Shop at The Corner, a two-floor, design-forward concept located at 57th & Broadway. Created for year-round discovery, the shop features a rotating mix of fashion, accessories, home, beauty, and kids’ products—alongside new drops and personalized touches that make every gift feel truly one-of-a-kind.

Step inside and experience a vibrant holiday atmosphere filled with handpicked collections, festive activations, and delightful surprises. From brand moments and hands-on workshops to impulse treasures and premium services, every visit offers something new to explore. Whether you're shopping for a loved one, a gracious hostess, or seeking budget-friendly picks under \$100, the assortment ensures there's something special for everyone on your list.

“We envisioned The Gift Shop at The Corner as a year-round destination for discovery and a place where gifting becomes immersive, expressive, and personal,” said Olivia Kim, SVP of Creative at Nordstrom. “Through curated brand collaborations and authentic storytelling, we’re celebrating the joy of giving in all its forms.”

The shop features offerings from Lola Blankets, Ekster, and Mod + Jo, alongside jewelry from Local Eclectic, elegant home accents from ANNA New York and The Vintage List, and playful pieces from DOIY and AREAWARE. Frank Green’s sleek reusable water bottles make

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a stylish and sustainable statement, with complimentary year-round engraving available in-store for a bespoke finish. Stationery lovers will adore Dear Annabelle, while beauty essentials from Thirsty Cowboy and fragrances from Granado and Gabar invite sensory indulgence. For little ones, Stephen Josephs and Sofia Cashmere offer charming gifts for babies and kids. Travel and tech essentials from Pakaway, Parallele and Graphic Image round out the mix, while in-store installations from Michael Aram and Fortnum & Mason bring artistry and heritage to the space.

At its core, The Gift Shop at The Corner is your one-stop destination for all things gifting. Every detail is designed to make the experience seamless, joyful, and deeply personal. In addition to a thoughtfully selected product assortment, the shop offers services including:

- The Gift Box Bar, a bespoke packaging station where customers can build their own gift boxes from a refined mix of charms, luxe ribbons, and decorative flourishes.
- An embroidery station, where select items can be personalized on the spot—making each gift truly one-of-a-kind
- An evergreen photobooth featuring holiday-themed templates
- Complimentary, tailored gifting advice from in-store Gift Experts to help every shopper find the perfect present with ease and confidence

Blending elegance with adaptability, the space features natural materials like solid ash and canvas, energized by red accents and silver-washed plywood—a subtle nod to the shimmer of grosgrain ribbon. Upstairs, a bold red carpet leads to playful platforms in the kids' zone and a striking yellow library table anchoring the stationery area.

The shop will also host a dynamic lineup of community programming, including workshops, personalization events, and more.

## **Upcoming Programming Highlights:**

- October 25–26: Lola Blankets – Personalized tote bag with purchase
- November 1–2: Literie – Custom Candle “I Ran the Marathon” Personalization
- November 8: Dear Annabelle – Personalized Calligraphy Station
- November 15–16: Caftari – Free Engraving with Candle Purchase
- November 21–23: Amen – Meet the Founder
- November 22–23: Mod + Jo – Build Your Perfect Ear Stack
- November 29–30: Thirsty Cowboy – Gift with Purchase
- December 6–7: Local Eclectic – Create a Custom Charm Necklace with the Founder
- December 13–14: Parallele – Gift with Purchase

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- December 20-21: Ekster – Gift with Purchase

To celebrate the season of giving, The Gift Shop at The Corner is launching a no-purchase-necessary sweepstakes running October 27 through December 22. Customers are invited to curate a personalized list of top gifts for their loved ones—selecting from the unique items available in-store. Each week, one lucky participant will win every item on their gift list. Categories include Parents, Siblings, Kids, A Loved One, Best Friend, and Yourself—ensuring there’s something special for everyone. Terms and conditions apply.

Shop The Gift Shop and explore the full holiday assortment in-store and online at [Nordstrom.com](https://www.nordstrom.com).

## **ABOUT NORDSTROM:**

At Nordstrom, Inc., 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.