

NORDSTROM

Nordstrom Returns to Salt Lake City With the Opening of City Creek Center Store

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SEATTLE, March 22, 2012 /PRNewswire/ -- Leading fashion specialty retailer Nordstrom returned to downtown Salt Lake City and welcomed customers to its newest store with the grand opening of City Creek Center. The 125,000 square-foot store offers a well-edited selection of quality, luxury and designer fashion brands for women, men and children.

"We are absolutely thrilled to be back in Salt Lake City," said Linda Hostetler, store manager. "We're ready to start serving our loyal customers in the community again and we're looking forward to making relationships with new customers too."

The new two-level Nordstrom store features a compelling mix of apparel, accessories, shoes and cosmetics. Customers will find designer apparel from Burberry Prorsum, Dries Van Noten, Jason Wu and Michael Kors. To complement this offering, the store also offers handbag collections from Balenciaga, Marc Jacobs and Yves Saint Laurent, as well as footwear from Jimmy Choo, Miu Miu, Prada and Valentino. The store also houses two GUCCI boutiques featuring women's apparel and accessories.

The store will also have a number of services to enhance the shopping experience. Salespeople can serve customers faster and more conveniently through 151 mobile point-of-sale devices, the largest rollout in the company. Additionally, the store offers Personal Stylists -- a complimentary wardrobe and shopping service, in-store alterations and tailor shop, certified bra and prosthesis fitters, free wi-fi, and complimentary gift boxes. The store also features two food offerings: a full-service Sixth & Pine restaurant -- a diner with the heart of a deli and an espresso bar.

The Cosmetics department offers an expansive selection of some of the most recognized, cutting edge and classic beauty brands by Bobbi Brown, Giorgio Armani, Kate Somerville, Laura Mercier, NARS and Yves Saint Laurent, as well as fragrances by Bond No. 9, Dptyique, and Jo Malone.

On Tuesday night, Nordstrom hosted more than 1,100 guests at an opening gala featuring fashion presentations, live entertainment and sneak-preview shopping. The event raised more than \$82,500 for the Cystic Fibrosis Foundation, Utah Chapter and Utah Symphony | Utah Opera.

When the store opened at 10 a.m. on Thursday morning, customers were greeted by cheering employees who lined the store's entrances and welcomed everyone through the doors.

Nordstrom originally opened in Salt Lake City at Crossroads Plaza in 1980 and served customers there for 26 years before closing in 2007 to accommodate the revitalization of Main Street and the new City Creek Center project. With the opening of the mall, Nordstrom will operate two full-line stores in Utah with the other being at Fashion Place Mall (Murray, UT). In addition, the company has two Nordstrom Rack stores in Utah, Sugar House (Salt Lake City) and Commons at South Towne (Sandy, UT).

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 226 stores in 30 states, including 117 full-line stores, 105 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. Nordstrom also serves customers through Nordstrom.com and through its catalogs. Additionally, the Company operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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