

# NORDSTROM

## Nordstrom And GQ Announce Integrated Multimedia Strategy

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**Selection of items featured in GQ will be available for purchase on NordstromMen.com beginning with July issue**

SEATTLE, May 31, 2012 /PRNewswire/ -- Nordstrom, Inc. (NYSE: JWN) and GQ announced a multimedia strategy designed to integrate GQ editorial into the Nordstrom online shopping experience. Nordstrom will host an online store and will feature "GQ Selects," a selection of men's products handpicked from the pages of the magazine by the editors of GQ. Beginning with the July issue, the items will be designated in-book, compiled on [GQ.com](http://GQ.com), and available for purchase on NordstromMen.com.

"Our customers look to us for style advice," said David Witman, Nordstrom general merchandise manager, menswear. "Who better to partner with than GQ—the authoritative style experts? As we work to serve men better through our offering and experience, we hope our customers as well as GQ readers will respond well to the multiplatform components of the partnership—in the magazine, online, in Nordstrom stores, and on social channels."

"We are thrilled to be collaborating with Nordstrom on the successful editorial franchise 'GQ Selects,' which allows our readers to literally shop from the pages of GQ," said Chris Mitchell, GQ vice president and publisher. "Aligning with such a retail powerhouse takes the program to the next level."

The collaboration is multifaceted, including social components and in-store special events for fall 2012. The arrangement will continue for six months, beginning with the July issue of GQ.

### About Nordstrom

Nordstrom, Inc., is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 231 stores in thirty-one states, including 117 full-line stores, 110 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store, and one clearance store. Nordstrom also serves customers through [Nordstrom.com](http://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.

### About GQ

GQ is the leading men's general-interest magazine, with a monthly readership of 7 million readers. It is available in print, online at [GQ.com](http://GQ.com), and as an app at [iTunes.com](http://iTunes.com). The magazine is published by Condé Nast, a division of Advance Publications. Condé Nast operates in twenty-five countries and is the world leader in exceptional content creation.

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