

NORDSTROM

Starting This Friday! The Nordstrom One-Of-A-Kind Anniversary Sale

July 17, 2017

SEATTLE, July 17, 2017 /PRNewswire/ -- Leading fashion specialty retailer [Nordstrom, Inc.](#) announces its 2017 Anniversary Sale, launching this Friday, July 21 in the U.S. and Canada. The company's biggest sale event of the year features brand-new arrivals at super-sale prices for two weeks only – prices go back up on August 7.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8053051-nordstrom-anniversary-sale-2017>

THOSE WHO KNOW, GO

The Nordstrom Anniversary Sale originated in the 1960's and is a one-of-a-kind sale – every July, the company brings in new styles from highly sought-after brands for men, women and kids. The retailer is committed to having a unique breadth of offering from accessible to luxury price points and the Anniversary Sale follows suit. It's the ultimate sale with something for everyone in every category: clothing, shoes, handbags, accessories, home and beauty. The company hopes customers will experience a sense of discovery finding a new brand or item as they shop the sale.

Brands new to Anniversary Sale this year include Good American, Good Man Brand, Cinq a Sept, ATM Anthony Thomas Melillo and J. Crew, along with returning customer favorites like FRAME Denim, Rag & Bone, Current/Elliott, Elizabeth & James, Ashley Graham Lingerie, Nike, Stuart Weitzman and more. The Anniversary Sale also features merchandise from Topshop/Topman, Madewell and Charlotte Tilbury which are available exclusively at Nordstrom.

"We're fortunate to have a terrific team of buyers who start working with our merchandise partners months before the Anniversary Sale begins," said Scott Meden, Nordstrom Chief Marketing Officer. "Our partners know how important this annual event is to our customers, so we're excited to be able to bring in a fantastic assortment of new styles at reduced prices that aren't available anywhere else."

BEAUTY EVENTS AND EXCLUSIVES

Nordstrom is hosting a one-day [Beauty Bash](#) event on Saturday, July 22 in all U.S. and Canada stores, featuring access to Anniversary beauty exclusives, complimentary beauty consultations and applications, and a free beauty tote with a \$125 cosmetics purchase.

For a daily dose of free samples, gifts with purchase and expert tips, customers are invited to stop in during [Glam Out Days](#) – taking place throughout the Anniversary Sale with more than 300+ beauty exclusives for every beauty fan.

MAKING SHOPPING EASY AND FUN

Nordstrom strives to offer customers a seamless experience in store and online that makes it easy to shop on their terms. The company hopes to make Anniversary Sale the most convenient and fun sale ever with services and experiences including:

- [Buy Online, Pick-Up In-Store and Curbside Pickup](#)
- Scan + Shop – allows customers to add items from the Anniversary Sale catalog to their Nordstrom app with the click of their camera icon
- Sneak-A-Peek Site Experience – allows customers to view all Anniversary Sale merchandise before the sale begins
- [Exclusive Snapchat Lens](#) – Nordstrom teamed up with Snapchat to create a custom lens for Anniversary Sale featuring real accessories that are part of the event. To access, customers can scan Snapcodes that are printed on coffee cups, catalogs, ad materials and located in stores, unlocking the themed lens.
- Snapchat Geofilters – allow customers to share their location from inside any full-line Nordstrom store using a special filter.

BRAND AMBASSADORS

Nordstrom partnered with six artists, designers and stylemakers as brand ambassadors for the sale: **Ashley Graham**, model, body activist, author and designer of [Ashley Graham Lingerie](#); **Russell Wilson**, co-founder of [Good Man Brand](#), entrepreneur, Super Bowl Champion and Franchise NFL Quarterback; actor, singer, dancer and author **Taye Diggs**; actress and aspiring recluse **Hana Mae Lee**; choreographer and dancer **Keone Madrid** (with wife and dance partner, Mari); and artist and textile designer **Kindah Khalidy**.

The campaign features sale picks from brand ambassadors in the Anniversary Sale catalog and online at [nordstrom.com/anniversarysale](#), as well as videos on [Nordstrom.com](#) and the retailer's social platforms.

To download additional images and video, please visit [nordstrom.com/pressroom](#).

About Nordstrom

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 354 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 221 Nordstrom Rack stores; two Jeffrey boutiques; and two clearance stores. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#) and [HauteLook](#). The company also owns Trunk Club, a personalized clothing service serving customers online at [TrunkClub.com](#) and its seven clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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