

# NORDSTROM

## Pop-In@Nordstrom Taps The North Face For Exclusive Capsule Collection

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*Limited Edition Line Pulls Inspiration From East Coast and West Coast Brand Cultures*



SEATTLE (January 9, 2018) – Pop-In@Nordstrom announces an exclusive capsule collection in collaboration with The North Face. Inspired by the colors, patterns, and fabrics of traditional South Asian clothing and the mountain-climbing culture, the collection features the brand's most iconic silhouettes, reimagined. The shop opens January 12 in select Nordstrom stores and online.

Featured are the brand's most recognizable, iconic pieces including the Denali jacket, inspired by the primary color of flags often seen on mountainsides; the Nuptse puffer which is cut from an exclusively developed jacquard fabric with metallic thread; and the Mountain Jacket featuring a tonal rich jacquard. All the silhouettes are available in unisex sizing. In addition, the collection features beanies, hats, backpacks, bags, wallets, blankets and more featuring a custom patch to denote the partnership that integrates a poppy flower with the traditional The North Face logo.

"I've always loved The North Face's mantra, 'Never Stop Exploring' and how we define the word 'explorer'," says Olivia Kim, Nordstrom vice president of Creative Projects. "The North Face is unique in their ability to outfit the most accomplished climbers, mountaineers, skiers, and runners in extreme conditions, as well as be my personal go-to for just walking around the city or going to the grocery store in an urban metropolis. These iconic styles are not only proven performance gear, but great fashion items as well."

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

Pop-In@Nordstrom x The North Face is available in eight Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from January 12 to February 11:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- The Grove, 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). In her role, Kim focuses on creating energy, excitement, a sense of discovery and a bit of disruption through engaging and unique shopping experiences at Nordstrom, both in-stores and online. Kim's Creative Projects initiatives have established Nordstrom as a platform to test retail concepts, bring limited distribution collections to customers, and introduce them to the best up-and-coming brands and new talent.

Pop-In@Nordstrom partnerships have included: Pop-In@Nordstrom partnerships have included: Aesop, Alexander Wang, Converse, Danish home goods brand HAY, design-driven wares from Los Angeles based Poketo, Everlane, Gentle Monster, goop, Hanes, home goods from Liberty London's Flowers of Liberty collection, Nike, Opening Ceremony, rag & bone, the best of Korean fashion and beauty, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., the Italian Trade Commission, VANS, and Warby Parker.

### ABOUT The North Face®

The North Face, a division of VF Outdoor, Inc., was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit [www.thenorthface.com](http://www.thenorthface.com).

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