

NORDSTROM

POP-IN@NORDSTROM ¡VIVA MÉXICO!

August 31, 2018

Nordstrom Celebrates Mexican Artisans and Designers

SEATTLE (August 31) – This month, Pop-In@Nordstrom is celebrating all things Mexico — its history, its energetic spirit, its traditional artisans and its new generation of visionaries. From apparel and accessories to home accents that marry traditional techniques and modern aesthetics, the latest iteration of Pop-In@Nordstrom shines a spotlight on the country and its creators. *Pop-In@Nordstrom ¡Viva México!* launches on August 31 in select Nordstrom stores and online at Nordstrom.com/pop.

“Cultural exploration is a guiding theme for Pop-In@Nordstrom,” said Olivia Kim, Nordstrom vice president of Creative Projects. “We’ve have had partnerships inspired by different countries including France, Italy and Korea, and I’m so excited to bring the vibrant culture of Mexico to our customers through a unique curation of our favorite finds that have been created by Mexican designers and artisans.”

Pop-In@Nordstrom ¡Viva México! will offer a collection of apparel and accessories from Mexican designers using explorations of colors, shapes and materials. A portion of the shop’s ready-to-wear assortment is brought in through a partnership with Cooperativa Shop, a destination for carefully curated emerging and established Latin American designers. *Pop-In@Nordstrom ¡Viva México!* also showcases bold and beautiful handmade, Mexican accessories such as woven tote bags, pom-pom sandals, oversized sun hats, handcrafted jewelry and more.

In addition to fashion items, *Pop-In@Nordstrom ¡Viva México!* features a selection of beautiful objects for the home. From covetable handwoven pieces from The Citizenry such as pillows, blankets and baskets to delightful scents for home and body inspired by the Yucatán Peninsula, the offering of Mexican artisan-made products transforms any space into an oasis that looks and smells amazing.

To help truly embrace the authenticity of Mexico, Olivia Kim and her buying team tapped the Mexican Consulate of Seattle to help develop the concept and programming around the shop.

“By partnering with Nordstrom, we expect to reach millions of shoppers in the US and Canada so they get an opportunity to try new and exciting products produced by Mexican makers with creations inspired by their roots, history and societal experiences,” said Carlos Sada, Mexico’s Undersecretary for North American Affairs.

Additionally, Nordstrom is working with the Mexican Consulate to celebrate Mexican Independence Day on September 16 through an assortment of activities in Pop-In@Nordstrom markets. The events will highlight the cuisine and culture of Mexico by partnering with local, authentic and traditional Mexican chefs and street food vendors. Nordstrom is also a sponsor for the MEXAM Northwest Festival, an event put on in part by the Consulate of Mexico in Seattle.

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, August 31.

Pop-In@Nordstrom Viva Mexico brands include:

- ARARA ENTERPRISES
- Agua D’ Mar
- BINGE KNITTING
- BOUTIQUE MEXICO
- CAMP HERO
- CARLARGA
- CASA SELVA
- CHRONICAL BOOKS
- Carla Fernandez
- Dani Bustos Maya
- Recreo
- Yakampot
- COQUI COQUI
- GALA IS LOVE
- HEADPLANTER
- INCIENSO DE SANTA FE
- J. Alexander
- KORIMI KIDS
- LUZ COLLECTION
- MAKUA
- MARIA MARIA
- MEXA DESIGN
- OLMOS Y FLORES

- ONORA CASA
- PARADISE PEOPLE
- Polaroid
- SALVAGE MARIA
- SEDONA SPIRIT
- SERCAL
- SIEMPRE VIVA
- SIMPLE BY TRISTA
- Sonos
- THE CITIZENRY
- THE FOUND
- TRAMAKE
- TRUSS
- TWOOLIES
- VIVA GREETINGS

Pop-In@Nordstrom Viva Mexicois available in nine Nordstrom locations and online at Nordstrom.com/pop from August 31 to September 30:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- 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, and inspiration throughout the retailer’s national locations. Pop-In@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London’s Flowers of Liberty collection, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

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