

# NORDSTROM

## Nordstrom Brings Korean Beauty to Kpop-In@Nordstrom

February 10, 2017

*The advanced world of Korean Beauty is the second concept of the three-shop series*



SEATTLE (February 10, 2017) – Nordstrom, Inc. is unveiling its latest shop concept, the advanced and addictive world of Korean beauty on February 10 as part of its three-part series, KPOP-IN@Nordstrom.

Pop-In@Nordstrom: KBEAUTY will offer a more than 500 cult favorites for women and men of the coolest and most exclusive products like banana milk masks and egg extracts to phyto skincare and masks fortified with extractions from volcanic islands. The shop will have everything from classics like bb creams, sheet masks and cleansers – to more cutting edge products like hydrating jelly eyeshadow, 24K gold-infused swabs, white flower masks and volume-controlled mascara.

The shop will be a platform for several brands making their debut in U.S. retail stores. With a mix of exclusive and internationally-praised product, the shop includes brands like Too Cool for School, Cool Enough Studio, Crème, DTRT, Huxley, Hanahzo, ID.AZ, ONNU, ONEOSEVEN, and IPKN, among others.

The shop design will celebrate the bright and bubbly aesthetic of Korean beauty with walls made of overlapping pink and blue cloud-shaped transparent gels, pink fuzzy yoga balls, pops of colorful wall art, floor-length mirrors and a pink, spinning KBeauty sign.

Next up, Korean fashion will take the floor on March 31 as the third and final shop of the KPOP-IN series.

Pop-In@Nordstrom: KBEAUTY will be found at Nordstrom.com/POP and in the following Nordstrom locations:

- Downtown Seattle, Seattle, Wash.
- Bellevue Square, Bellevue, Wash.
- NorthPark Center, Dallas, Texas
- The Grove, Los Angeles, Calif.
- Michigan Avenue, Chicago, Ill.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.

Link to Dropbox with all product and editorial imagery [HERE](#).

### BRANDS INCLUDE:

A'Pieu	24/7	ONNU
ABBAMART	Hannahzo	OOH LA LA
Chosungah 22	Hohodang	Roman
Color bucket	Huxley	Sukoo Sukoo
Cool Enough Studio	I Woke Up Like This	too cool for school
Crème	ID.AZ	touch in SOL
DONGWHA PHARM	IPKN	TPSY
DTRT	Me.Factory	VANT
Glow Recipe	Oneoseven	Vika

### ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-in 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). Kim has lead the Creative Projects team for Nordstrom since February 2013. In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's national locations.

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

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