

# NORDSTROM

## NORDSTROM x NIKE SNEAKER BOUTIQUE TO LAUNCH AT SELECT STORES

September 16, 2016

**Olivia Kim to Debut Newest Concept Store and Sneaker Boutique for Her**

[Multimedia Press Kit](#)

SEATTLE, WA (September 16, 2016) – Nordstrom announces a new concept shop in collaboration with Nike will launch from Olivia Kim and the Creative Projects team at select stores starting this Fall. The 'Nordstrom x Nike' sneaker boutique will first open in Toronto on September 16 when the Nordstrom CF Toronto Eaton Centre store opens, and will expand to Seattle and Chicago the months after.

Kim, the Vice President of Creative Projects at Nordstrom, partnered with Nike for a collaboration on a women's-only lifestyle shop that blurs the lines of fitness and fashion as the ultimate sneaker boutique for her. 'Nordstrom x Nike' will house limited edition product introduced each month, curated collections of activewear, sneakers for runners and sneakerheads alike, activewear and athleisure, accessories, tech and more.

The concept builds upon the successful partnership in April 2014 with a Nike Pop-In@Nordstrom shop, Kim's series of popup shops, which focused on activewear and fitness. This time, Kim and team built upon that and worked closely with Nike to create this one-of-a-kind sneaker boutique, modeled on how female customers shop and wear the brand. The shop will be curated with select seasonal items from the store's different departments and merchandised alongside Nike product.

"We know our customer loves Nike, and rather than build her a fitness-only shop, we looked at how she really wears it in her daily life," Kim said. "It's not Nike head-to-toe. She'll wear exclusive sneakers with her favorite denim, a designer handbag, an amazing jacket and a special nail polish color – we have all of this all in one place. We wanted to give her what she wants and needs through an entirely new space and service model."

"The Nordstrom x Nike sneaker boutique takes the best of our Nike Sportswear product and curates it beautifully for the female consumer," says Cal Dowers, VP/GM of Nike Sportswear for North America. "By working hand-in-hand with Olivia and her team, we're bringing together sport culture and self expression for everyday life. We're always looking for ways to innovate, and by partnering with Nordstrom on this, we have created a unique space that will better serve and inspire sneaker culture and sport style for women."

The 'Nordstrom x Nike' sneaker boutique will open at the following Nordstrom locations:

- CF Toronto Eaton Centre, Toronto, Ont. (opening September 16, 2016)
- Downtown Seattle, Seattle, Wash. (opening October 15, 2016)
- Michigan Avenue, Chicago, Ill. (opening November 17, 2016)

More information at [Nordstrom.com/xNike](http://Nordstrom.com/xNike) or in the Nordstrom press room at [press.nordstrom.com](http://press.nordstrom.com).

### ABOUT NORDSTROM

WHO: 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 348 stores in 40 states, including 123 full-line stores in the United States, Canada and Puerto Rico; 215 Nordstrom Rack stores; two Jeffrey boutiques; and two clearance stores. Additionally, customers are served online through [Nordstrom.com](http://Nordstrom.com), [Nordstromrack.com](http://Nordstromrack.com) and [HauteLook](http://HauteLook.com). The company also owns Trunk Club, a personalized clothing service serving customers online at [TrunkClub.com](http://TrunkClub.com) and its six clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### ABOUT NIKE

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiary brands include Converse, which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. Nike Sportswear is defined by a belief in sport style innovation, bringing world-class performance benefits to pinnacle everyday sportswear. Since 2008, Nike Sportswear has challenged conventional notions of performance and style by remixing inspiration from the greatest athletes with a modern approach to lifestyle design. For more information, NIKE's earnings releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow @Nike.

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