

NORDSTROM

rag & bone X Nordstrom Launch: Celebrating the Iconic New York Deli

May 3, 2021

Our latest Nordstrom NYC Flagship Center Stage activation features an exclusive pop-up with New York-based brand, rag & bone. To celebrate the brand's New York origin, the shop embraces a localized perspective of the city through an immersive retail experience —bringing the New York neighborhood deli to life. Through an installation designed to resemble the iconic New York deli, customers can shop a curated assortment of rag & bone products from May 3 through June 5. In addition to the NYC Ragshop, the experience will be amplified through 10 select Nordstrom locations and [Nordstrom.com](#).

Chief Brand Officer of rag & bone Marcus Waterwright spoke about the partnership, saying, "New York has always been home for rag & bone. Collaborating with Nordstrom to create something quintessentially New York for Center Stage in a city that has shown endless resilience and strength in the last year has been awesome. The collection represents that authentic and optimistic New York spirit in a very rag & bone way —timeless, slightly twisted and ultimately wearable."

The shop offers a mix of the women's and men's summer 2021 ready-to-wear and accessories collection, including more than 20 exclusive items created for the collaboration and a limited-edition range of graphic t-shirts. To bring the deli experience to life, staples like classic deli snacks and newspaper stacks are displayed throughout the shop. The fitting rooms also provide an immersive experience where customers are met with a mirror giving an illusion of an infinite deli aisle. We also partnered with artist, Timothy Goodman, who created a mural depicting the exterior of a real deli pop-up.



Supporting communities in need is a core value we share with rag & bone, which is why we made a \$25,000 grant to [Restaurant Workers Community Foundation](#) to benefit the [Restaurant Workers COVID-19 Crisis Relief Fund](#). The grant provides aid to individual restaurant workers and industry non-profits, as well as zero-interest loans to restaurants to get them back up and running.

In addition to the immersive in-store experience, we will host a series of live and digitally-led programming —bridging the physical space with a digital audience. The first of the series will include a rag & bone coffee cart on May 8 and 9, located on Broadway between 57th and 58th streets, offering complimentary hot and cold coffees. A special QR code will be created on coffee sleeves that take customers to [rag.bone.com](#) where they can enter a raffle for a \$1,000 Nordstrom gift card. The second is a series of how-to cooking videos on each brand's social channels focused on reinterpretations of deli menu favorites by NYC culinary talents: Esther Choi (Mokbar Chef and Owner), Maryah Amadio (Model and Home Chef), Jordan Andino (PopSig Owner and FoodNetwork host) and Zaynab Issa (Author of Let's Eat!).

The rag & bone X Nordstrom Center Stage partnership reflects each brand's ongoing commitment to retail innovation. Elements of the pop-up and the collection will be available exclusively in 10 additional Nordstrom locations which include:

- Bellevue Square, Bellevue, Wash.
- Michigan Avenue, Chicago, Ill.
- Mall of America, Minneapolis, Minn.
- La Jolla at UTC, San Diego, Calif.
- Fashion Square, Scottsdale, Ariz.
- Century City, Los Angeles, Calif.
- Stanford Shopping Center, Palo Alto, Calif.
- Valley Fair, San Jose, Calif.
- Domain Northside, Austin, Texas
- The Mall at Green Hills, Nashville, Tenn.