

NORDSTROM

Nordstrom and ASOS: Shop the Collection 360 in Nordstrom Store

May 23, 2022

Nordstrom Announces its partnership with ASOS, to create a new destination for fashion lovers around the world. Starting today, Nordstrom customers can shop ASOS 360 in 10 Nordstrom Stores and on Nordstrom.com. This includes an exclusive shopping experience named ASOS 360, available at The Grove, designed specifically to engage 20 something consumers.

The exciting ASOS 360 space will feature apparel across all lifestyle styles for an especially compelling look. Nordstrom is excited to partner with ASOS 360 to create a new destination for fashion lovers around the world. Starting today, Nordstrom customers can shop ASOS 360 in 10 Nordstrom Stores and on Nordstrom.com. This includes an exclusive shopping experience named ASOS 360, available at The Grove, designed specifically to engage 20 something consumers.

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• **Smarter Shopping with Juvia Marks** - Juvia Marks is a brand owned by Nordstrom that was not only effective but responsible to offer smarter shopping services at ASOS 360. We're excited to offer smarter shopping as a service to extend the lines of shops and to emerge a key part of the website with existing new rights as they become the ASOS 360 Nordstrom assortment.

• **Commitment to Our Brand and Values** - Nordstrom and ASOS 360 will offer customers services including: Sustainability, Customer Partnership, Brand Image, Technology and more to ensure a great customer collaboration experience. Our ASOS 360 Brand experience includes: premium retail and event spaces with top tier engaging and collaborative design experiences for both retailers and brand partnership alike.



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