NORDSTROM

“Nordstrom For Everything New York” Campaign Celebrates NYC Lifestyle

June 11, 2024 at 10:30 AM PDT



Approaching the fifth anniversary of opening our Flagship store on 57th and Broadway this October, we’re spotlighting the bustling, vibrant, and ever-dynamic city of New York with our newly launched brand campaign, “ **Nordstrom For Everything New York**.”

This campaign highlights Nordstrom as the go-to destination for everything a New Yorker could need, from on-site beauty services and last-minute alterations and personalization, to styling services and a variety of food and beverage concepts.

Conceptualized by award-winning New York-based creative agency, Mojo Supermarket, and masterfully captured by acclaimed photographer Daniel Arnold, the campaign made its grand debut on May 27th across a variety of media platforms including print, digital, social, and out-of-home advertising.

To celebrate the essence of New York, we’ve collaborated with four iconic local institutions: the historic Apollo Theater in Harlem, the beloved Barney Greengrass restaurant on the Upper West Side, Café Dante in the West Village, and the charming Casa Magazines.

Each of these establishments serves as a backdrop in the campaign, featuring New Yorkers in different everyday scenarios. Whether it’s grabbing your morning coffee, enjoying a date night, or hanging out with friends, Nordstrom has the offering and services to get you ready for anything and everything you are going to do in the city.

As part of the campaign, we will work with each partner to bring new in-store activations to life at the NYC Flagship store in the coming year.

“Since opening our NYC Flagship in 2019, Nordstrom has been committed to offering our New York customers with the brands, products and services they expect from us,” says Deniz Anders, Chief Marketing Officer at Nordstrom. “We hope this campaign serves as a gentle reminder to New Yorkers that we are here to help them for all their moments – from special occasions to their everyday needs. As part of the campaign, we are highlighting a few of our favorite local institutions as we get to know the community where our customers and employees live, work and spend their time. We look forward to sharing their stories through exciting in-store activations in the coming year.”

The campaign will appear throughout the city via bus shelters, newsstands, ride-share toppers and subway stations, with a special takeover of the Columbus Circle station near the 57th Street Flagship.

Learn more about Nordstrom NYC and follow us on Instagram.

