NORDSTROM

Nordstrom Celebrates Hello Kitty 50th Anniversary

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Celebrate Hello Kitty's 50th anniversary with the launch of Nordstrom's latest pop-up shop. Step into her world and discover a wonderland of exclusive collaborations featuring Hello Kitty and her closest friends. In addition to exclusive collaborations, the shop features women's and men's apparel, accessories, home and entertainment, beauty, plush and toys, and pantry items, all inspired by the global icon

"We are excited to partner with Sanrio to celebrate Hello Kitty's milestone anniversary with this special shop and bring her world to life through immersive in-store and online experiences", says Olivia Kim, SVP of Creative Merchandising. "Hello Kitty has been a beloved pop culture icon for the last 50 years, and we look forward to offering our customers a unique and nostalgic product assortment across categories to celebrate this momentous occasion."

"A powerful symbol of friendship, kindness, and inclusivity for the past five decades, Hello Kitty has touched countless hearts worldwide. In our commitment to honor her legacy, we're thrilled to offer fans a delightful array of unique and memorable products and experiences throughout the year," shared Jill Koch, SVP of Brand Management and Marketing at Sanrio. "This supercute Nordstrom pop-up shop serves as the perfect celebration of Hello Kitty's 50th anniversary, igniting creativity and inspiring personal style."

The shop includes exclusive products from brands including Baggu, Café Forgot, Champion, Chet Lo, Chopova Lowena, Lula Flora, Marshall Columbia, Three Potato Four, Vandy The Pink, and YanYan Knits, with prices ranging from $6 – $1,610.

Additional brands featured in the shop include:

- A-Sha
- Asian Food Grocer
- Blue Sky Clayworks
- Dumbgood
- Eiwa
- Enesco
- Erin Condren
- Gund
- Hamee
- Igloo
- Impressions Vanity
- Jacmel Jewelry
- JoyJolt
- Pipsticks
- Retrospeky
- Studio Oh!
- Sonix
- The Crème Shop
- Uncanny Brands
- Usaopoly
- Zojirushi

Shop Nordstrom Celebrates Hello Kitty 50th Anniversary in four Nordstrom locations and online at Nordstrom.com from June 27 through the end of the summer, with an expanded assortment featuring a dedicated retail experience on view at the Nordstrom NYC Flagship. Nordstrom Celebrates Hello Kitty 50th Anniversary is available at the following locations:

- Century City, Los Angeles, Calif.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Nordstrom NYC Flagship, New York, NY

View the online shop here: Nordstrom Celebrates Hello Kitty 50th Anniversary