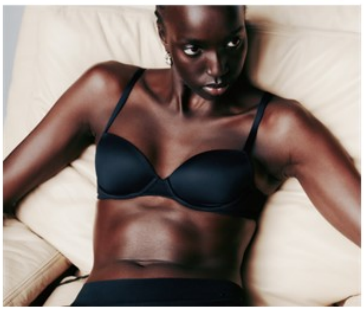
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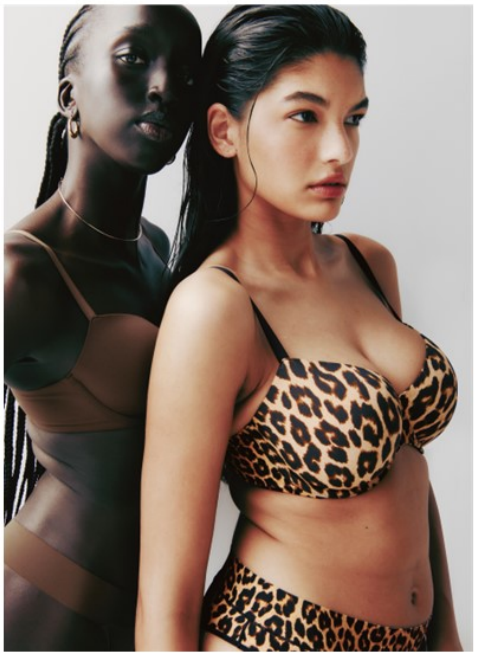
Savage X Fenty Announces Retail Expansion into Nordstrom

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Today, Savage X Fenty, the intimates, loungewear, and sportswear brand founded by Rihanna, announces its entry into Nordstrom retail stores. This marks the brand's first retail partner of choice in the U.S.

Committed to putting the customer at the forefront of the brand experience, Savage X Fenty is launching in 16 stores and nationwide on Nordstrom.com starting August 1, 2024. With consistent product flows and drops throughout the partnership, this expansion into retail offers Savage X Fenty customers the convenience of exploring the brand on their terms, complementing the robust online platform with an engaging in-person shopping experience.

"We're thrilled to partner with Nordstrom to bring Savage X Fenty closer to our shoppers and cultivate new relationships with Nordstrom's highly engaged, loyal customer base. This collaboration represents our ever-evolving commitment to bringing innovation, inclusivity, and accessibility to shoppers nationwide", said Hillary Super, CEO of Savage X Fenty.

This collaboration represents a blend of our commitment to innovation and accessibility. The Savage X Fenty experience at Nordstrom strives to provide an inclusive and accessible way to shop, meeting customers at every intimate moment of their day. The brand's latest product innovation and softest collection yet, Soft N' Savage, will be available to shop in stores and online, in addition to its core offerings, including over 130 bra and underwear styles.

"We are committed to offering our customers the best and most relevant brands in the market, and we are thrilled to partner with Savage X Fenty to bring their lingerie collection to Nordstrom. This partnership is an exciting opportunity to expand our product selection and appeal to a younger audience seeking the latest in size-inclusive lingerie that embodies every day sexy," said Emily Crandall, Senior Vice President and Divisional Merchandise Manager of Women's Apparel at Nordstrom.

"We take pride in fostering strong brand partnerships built on trust, enabling our mission to help our customers feel good and look their best. We think our customers will love Savage X Fenty."

Savage X Fenty at Nordstrom offers bra sizes ranging from 32A-46DDD and underwear ranging from XS-4X. Retail prices begin at $16.95 USD.

Savage X Fenty is available online at Nordstrom.com and at 16 select Nordstrom stores, including Nordstrom Seattle, New York City, Southcenter (Tukwila, WA), Michigan Ave. (Chicago, IL), South Coast Plaza (Costa Mesa, CA), Del Amo (Torrance, CA), Fashion Valley (San Diego, CA), Century City (Los Angeles, CA), Fashion Show (Las Vegas, NV), Roseville Galleria (Roseville, CA), Garden State Plaza (Paramus, NJ), Tysons Corner (McLean, VA), Northpark (Dallas, TX), Houston Galleria, Phipps Plaza (Atlanta, GA), and Aventura (Aventura, FL).