

# NORDSTROM

## NORDSTROM NYC INTRODUCES NEW BALANCE @ THE CORNER

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*Step into New Balance @ The Corner: A limited-time pop-up celebrating sport, culture, and creativity through featured products, events, and experiences.*

NEW YORK, May 1, 2025 /PRNewswire/ -- Nordstrom invites customers to step into a world where sport meets culture with the launch of New Balance @ The Corner, a limited-time pop-up shop that brings the ethos of New Balance to life through an immersive experience. This three-month-long installation marks the longest feature of a brand at The Corner, which is part of an ongoing series of pop-ups and brand takeovers at the Nordstrom NYC Flagship in a dedicated space on the corner of 57th and Broadway.

"We're excited to connect our customers to the rich heritage of New Balance, while showcasing the vibrant culture of New York City through New Balance @ The Corner NYC," says Olivia Kim, SVP of Creative at Nordstrom. "The collaboration celebrates craftsmanship and innovation through an experiential space for customers to explore exciting product and immersive experiences."

Located in the heart of New York City, New Balance @ The Corner celebrates craftsmanship and innovation, connecting customers to the brand's heritage and fearlessly independent spirit. The shop will debut with "Grey Days," a month-long celebration of the brand's signature color, featuring new and classic New Balance product along with activations that center on creativity, community and movement, including:

- An initiative promoting movement and connection through multi-sensory experiences across texture, smell, sound and visuals; New Balance & Nordstrom partner to host workshops of all senses from a pottery class with Brooklyn based ceramicist, Not Work Related, to a custom scent building class, blending fashion and fragrance, and more.
- **Movement Classes:** Experience some of NYC's favorite ways to move:
  - Boxing Class: Sunday, May 4th, 11 am - 1 pm
  - Choreography Class: Tuesday, May 6th, 6 pm - 8 pm
  - Yoga Class: Tuesday, May 13th, 6 pm - 8 pm
  - Boxing Class: Tuesday, May 20th, 6 pm - 8 pm

The shop will transition to "Found In New York" for June and July, featuring activations that highlight New York, celebrating the sights, sounds, and culture that make an unforgettable city summer. June will feature "In Bloom," a vibrant experience with Brooklyn-based artist CJ Hendry and Brooklyn Grange Farm. July will introduce the "Subway Series," a tribute to the interconnectedness of the five boroughs through sport and culture with a curated assortment of shoes and apparel that reflect community and design.

The Corner pop-up will feature monthly product drops across shoes, apparel and accessories for women, men and kids. Customers will also have access to limited edition collaborations and customization opportunities available only at Nordstrom NYC.

"As one of our longtime retailers, we're honored to work alongside Nordstrom to bring an immersive pop-up to life at their NYC Flagship, The Corner," said Tracy Knauer, Vice President of North America Marketing and DTC at New Balance. "The Corner will allow us to connect to our consumer authentically, bringing to life our unwavering commitment to quality and craft. We look forward to inviting consumers to The Corner to experience products and experiences that demonstrate New Balance at the intersection of sports and culture."

New Balance @ The Corner will be open at Nordstrom NYC through August 3<sup>rd</sup>, with products available to shop in-store and online at [Nordstrom.com](https://www.nordstrom.com).

Shop Images [HERE](#)  
(Courtesy of Nordstrom)

### ABOUT NORDSTROM:

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our interconnected model enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites. Through it all, we remain committed to leaving the world better than we found it.

### ABOUT NEW BALANCE

New Balance, headquartered in Boston, MA, has the following purpose: Independent since 1906, we empower people through sport and craftsmanship to create positive change in communities around the world. New Balance employs 10,000 associates around the globe, and in 2024 reported worldwide sales of \$7.8 billion. New Balance owns five athletic footwear factories in New England and one in Flimby, U.K. New Balance MADE U.S. footwear contains a domestic value of 70% or more and makes up a limited portion of New Balance's U.S. sales. To learn more about New Balance, please visit [www.newbalance.com](https://www.newbalance.com); for the latest press information visit <http://newbalance.newsmarket.com>.

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