

# NORDSTROM

## Nordstrom Rack to Open New Location in St. George, Utah

August 28, 2025 at 10:00 AM EDT

SEATTLE, Aug. 28, 2025 /PRNewswire/ -- Seattle-based fashion retailer [Nordstrom, Inc.](#) announced plans to open a new [Nordstrom Rack](#) in St. George, Utah in spring 2027.

"We look forward to being a part of the St. George community and serving our customers with an amazing offering of great brands at great prices," said **Gemma Lionello, President of Nordstrom Rack**. "We're excited to grow our footprint in the Salt Lake City market and introduce new customers to the Nordstrom experience."

Lionello added that in this location "customers will be able to take advantage of our convenient services such as online order pick up from both [Nordstrom.com](#) and [NordstromRack.com](#), and they can make returns easily."

The 24,000-square-foot store will be located at The Paseo, a brand-new premier shopping destination anchored by a Larry H. Miller Megaplex Family Entertainment Center. The Paseo is being designed, constructed and brought to life by Elevated Property Company and is ideally located off 3000 E Street and Merrill Road in St. George, UT.

"Elevated Property Company is proud to announce Nordstrom Rack as a cornerstone tenant at The Paseo, southern Utah's newest premier shopping destination," said Gary Hall, Chief Leasing Officer at Elevated Property Co. "This milestone was made possible through the collaboration and dedication of the Nordstrom team, our brokerage partners, the construction professionals turning vision into reality, and the EPC team. We are sincerely grateful to everyone who played a role in this achievement and are thrilled to welcome the first Nordstrom Rack to Southern Utah."

Nordstrom Rack is the off-price retail division of Nordstrom, Inc. and plays a critical role in the company's Closer to You strategy, which focuses on delivering customers a more convenient and interconnected experience across its stores and digital platforms. Nordstrom Rack offers customers up to 70 percent off on-trend apparel, accessories, beauty products, home decor and shoes from many of the top brands sold at Nordstrom stores as well as core services like online order pickup for [Nordstrom.com](#) and [NordstromRack.com](#), easy returns and alterations at select stores. Nordstrom Rack is the largest source of new customers to Nordstrom.

This new location expands the company's physical footprint and economic impact in Utah. It currently operates two Nordstrom stores and four Nordstrom Rack stores in Utah, generating more than 700 jobs statewide.

Nordstrom is committed to investing in the diverse communities where it operates. Over the past four years, Nordstrom, with its customers, has donated more than \$2 million in support of its long-term partnership with Big Brothers Big Sisters of the United States. These proceeds support the recruitment, training and engagement of adult mentors and mentorship moments between Bigs and Littles, including preparing for an interview, learning to tie a tie and helping with homework.

### **About Nordstrom**

At Nordstrom, Inc., 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 Elevated Property Company**

Elevated Property Company is a premier retail and mixed-use development firm with a leadership team that has over 125 years of collective experience and has developed some of the region's most vibrant and successful properties in the Intermountain West. Each project is designed to enhance shopping, dining, and entertainment experiences while prioritizing sustainability, community connection, and high-quality urban design. Elevated Property Co. is committed to delivering best-in-class projects that serve as lasting sources of pride for the communities we serve.

### **MEDIA CONTACT:**

Manuela Uscher  
Nordstrom, Inc.  
[NordstromPR@Nordstrom.com](mailto:NordstromPR@Nordstrom.com)

SOURCE Nordstrom, Inc.