NORDSTROM

Nordstrom Debuts “Based on a True Story"

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A New Campaign Celebrating 125 Years of Real Customer Stories



SEATTLE, April 28, 2026 - In celebration of its 125th anniversary, Nordstrom unveils *Based on a True Story*, a new campaign inspired by real customer experiences that capture the moments that feel unmistakably Nordstrom. Rooted in the belief that Nordstrom has always been more than a store, the campaign highlights the meaningful role it plays in people’s lives and personal milestones.

For 125 years, Nordstrom has been there for life’s most cherished moments — from the first suit that marks the start of a new career, to the shoes worn down the aisle, to the everyday discoveries that quietly become lasting memories. *Based on a True Story* brings those moments to life through an episodic series set within Nordstrom’s most iconic spaces, including the Nordstrom Café, the shoe department, and the fitting rooms. Each vignette draws from real stories and warm emotions shared by customers, honoring the people who have shaped Nordstrom’s legacy of service, while looking ahead to the memories still to come. Above all, the campaign is Nordstrom's way of saying thank you to every customer who has walked through the doors, shared a story, and given Nordstrom the privilege of serving them over the years.

“At its heart, this project is about something universal- the feeling of being genuinely cared for, and how long that stays with you. Over the years, we've received the most extraordinary letters from customers: stories about conversations over a bowl of tomato soup, or about a moment in one of our stores that truly changed their day. We felt honored to bring those stories to life- not to celebrate a milestone, but to reflect what has always made Nordstrom meaningful. It's our people, and the connections they've built over 125 years, that we're most proud of." — Olivia Kim, SVP of Brand, Nordstrom

Developed in partnership with brand transformation consultancy, Invisible Dynamics, the campaign brings together a cast that feels as warm and unexpected as the stories themselves. Actress True Whitaker (star of HBO's *I Love LA*) and comedian and actress Amita Rao (Hulu's *Deli Boys* and FX's *Adults*) appear alongside comedian and writer Greta Titelman (*HBO's Los Espookys*, *Search Party*) and actor and filmmaker Al Warren (*Dream Scenario*). Connecting their interwoven stories is emerging young actress Aviana Macie, whose curious presence gives the campaign its beating heart, as the memorable interactions unfold through her eyes.



LINK TO FILM HERE

Beginning April 30, “Based on a True Story” will debut across streaming platforms, theaters nationwide, and social media channels. The campaign will premiere in over a thousand theaters alongside The Devil Wears Prada 2, one of the most anticipated films of the year, reaching audiences nationwide at a highly relevant cultural fashion moment. An extended short film version of *Based on a True Story* will run later this summer on Nordstrom.com.

The campaign serves as a cornerstone of Nordstrom’s 125th anniversary celebration, which launched earlier this year and includes monthly brand activations, exclusive product collaborations, customer appreciation events, and an upcoming retrospective exhibition in partnership with Seattle’s Museum of History and Industry (MOHAI) opening this summer.

Learn more about Nordstrom's 125th Anniversary **HERE**.

ABOUT NORDSTROM:
At Nordstrom, 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.

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