

NORDSTROM

NORDSTROM NYC LAUNCHES UGG AT THE CORNER

Experience the leading destination for UGG at Nordstrom NYC this holiday season

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

NEW YORK (November 14, 2024) – Nordstrom is pleased to announce the launch of UGG® at The Corner, a limited-time pop-up shop that invites shoppers to celebrate self-expression, connection and products that make you feel good and look your best, inside and out. The shop 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 thrilled to bring UGG®'s renowned comfort and style to New Yorkers through this one-of-a-kind pop-up shop at our Nordstrom NYC Flagship with UGG® at The Corner," says Olivia Kim, SVP of Creative Merchandising at Nordstrom. "We've created a destination for UGG® loyalists and customers alike to discover exclusive styles, ensuring a shopping experience that's as special and thoughtful as the gifts they're seeking, making it a must-visit this holiday season."

UGG® at The Corner will feature a curated selection of gift worthy styles across women, men's and kids including iconic UGG® footwear, bold weather ready boots and reimagined favorites across outerwear, sportswear, socks, robes, and cold-weather accessories. Exclusive launches will include classic UGG® styles covered in Swarovski crystals, as well as coveted special color releases of the Tasman and more, in Driftwood on November 29th, Antelope on December 7th, and Mushroom on December 14th.

Throughout the pop-up's duration, UGG® at The Corner will offer services and experiences that celebrate connection, creativity and the joy of giving. Starting opening weekend, the first 200 customers to shop will receive a limited-edition Chestnut and White Cookie, a twist on the favorite New York Black and White cookie, created by famed NYC staple, Zabar's. UGG® will also offer complimentary gift wrapping starting December 14th- December 24th, making last minute shopping easier for customers. Visitors to the space will also be able to enjoy our digital photo booth, capturing fun moments with photos delivered via text or email.

"We're honored to continue our long-standing partnership with Nordstrom and create UGG at The Corner. A space that celebrates self-expression, community and products that make you feel good inside and out, says Tracy Paoletti, Vice President, and General Manager of UGG® North America at Deckers Brands. "The Corner will be one of New York's ultimate gifting destinations to find iconic, new and exclusive styles that capture the joy of unboxing UGG®."

UGG® at The Corner will be open at Nordstrom NYC through January 12th, with products available to shop in-store and online at Nordstrom.com.

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 UGG®:

Founded in 1978 by an Australian surfer on the coast of California, UGG® is a global lifestyle brand renowned for its iconic Classic boot. First worn by Hollywood royalty, fashion editors, and then the world, UGG® designs and retails footwear, apparel, accessories, and homewares with an uncompromising attitude toward quality and craftsmanship. Delivering more than \$2 billion in annual sales, UGG® partners with the best retailers globally and owns concept and outlet stores worldwide in key markets, including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai, and Beijing. For more information, please visit UGG.com @UGG.

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