

POP-IN@NORDSTROM X LEVI'S®

Pop-In@Nordstrom partners with Levi's® to celebrate heritage and product design with three of the industries coolest female founders

SEATTLE (September 17) – Pop-In@Nordstrom presents the world of Levi's® through the lens of three inspired designers with a one-of-a-kind experience celebrating the brand's heritage, sustainability and future-focused design. Discover exclusive collections from Collina Strada, Melody Ehsani and Thompson Street Studio alongside Levi's® Authorized Vintage and Levi's® RED labels with this limited-time pop-in shop launching on September 17 in select Nordstrom stores and online at Nordstrom.com/pop.

"We are excited to partner with Levi's® this fall for the latest iteration of Pop-In@Nordstrom," says Olivia Kim, VP of Creative Projects and Home at Nordstrom. "I have long admired their strong brand heritage and we are proud to use this partnership as a platform for emerging, female-led brands like Collina Strada, Melody Ehsani, and Thompson Street Studio to express their distinct points of view by creating unique pieces that we know the Nordstrom customer will love."

Collina Strada, Thompson Street Studio and Melody Eshani give their take on classic and vintage Levi's®, each letting their own inspiration soar. For Collina Strada's Hillary Taymour, sustainability and the reuse of garments already in circulation was a key aspect of the design process. For her collection, she reimagines vintage Levi's® with a profusion of colors, patterns, and sequins all inspired by the streets of New York and the fearlessness of its occupants. Thompson Street Studio's Kiva Motnyk let her materials inspire her, using denim scraps throughout her signature handmade patchwork to craft one-of-a-kind works of art for your wardrobe and your home. Melody Eshani found herself inspired by her husband Flea's contagious smile, the practice of love, while also leaning into streetwear and her sense of humor. Together, their collections celebrate Levi's® and showcase how denim is truly a canvas for endless possibilities.

Pop-In@Nordstrom x Levi's® will also feature Levi's® RED, a selection of reinvented classic styles made with sustainable fabrics and modern shapes. This collection will live alongside Levi's® Authorized Vintage which includes hand selected styles that were tailored and revived giving customers reworked pieces from the past. From the perfect denim coat to loose overalls, long skirts to one-of-kind 501®s, Pop-In@Nordstrom x Levi's® has your denim fix.

Rounding out the shop, the pop-in will house accessories, candles, and home décor from emerging and upcoming brands. Style jeans with a collar from A Bronze Age and colorful hoops from Machete. Add some flair with bold socks from Maria La Rosa or a bucket hat from Meji Meji. Accent your home with Recreation Center or get creative on your own and DIY tie-dye your favorite Levi's® with one of the shop's collaborators exclusive Rit Dye kits. No matter what your style is, you'll discover something new at Pop-In@Nordstrom x Levi's®.

HERE is a link to product and editorial imagery – shop images will be available on launch day, September 17.

Pop-In@Nordstrom x Levi's® features brands and collaborations including:

- A Bronze Age
- Collina Strada
- DMC
- Kishmish

- Machete
- Maria La Rosa
- Meji Meji
- Melody Ehsani
- Primecut
- Recreation Center
- Rit
- Siizu
- Thompson Street Studio

Pop-In@Nordstrom x Levi's® is available in nine Nordstrom locations and online at Nordstrom.com/pop from September 17 through October 17:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- Nordstrom NYC Flagship, New York, NY

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transition every four to six weeks to offer a new shopping experience and a batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring “the world of” to customers.

Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5.

Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's national locations. PopIn@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London's Flowers of Liberty collection, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art's MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's jeans have become one of the most recognizable garments of clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in

the apparel industry. Our range of leading jeanswear and accessories is available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products, and stores, please visit levi.com.

ABOUT LEVI STRAUSS & CO.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company design and markets jeans, casual wear and relates accessories for men, women, and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries and worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,000 retail stores and shop-in-shops. Levi Straus & Co.'s reported fiscal 2018 net revenues were \$5.6 billion. For more information, go to <http://levistrauss.com>

CONTACT:

Julie Ly
Senior Manager, Public Relations
Nordstrom
Julie.Ly@nordstrom.com

Kacy Galisdorfer
Specialist, Public Relations
Kacy.Galisdorfer@nordstrom.com