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FJÄLLRÄVEN DROPS SWEDISH CABIN VILLAGE IN THE MIDDLE OF NORDSTROM NYC FLAGSHIP *Exclusive Pop-Up and Immersive Experiences Remind the Shoppers: "Nature is Waiting"*



NEW YORK (September 20, 2021) – Beginning today, Nordstrom NYC customers will be inspired to get into nature after visiting the Fjällräven ‘stuga village,’ Swedish houses designed to remind them of life in nature. The exclusive pop-up experience, part of Nordstrom’s revolving Center Stage platform at its New York City flagship, runs through October 10 and features key new products designed specifically for getting into nature – including new outerwear, wool, fleece, trousers and day packs. The in-store experience will be underpinned by a selection of key nature activations, beginning with two plogging events.

Plogging, which originated in Sweden and is the combination of jogging or walking while picking up litter, captures the essence of two of Fjällräven core brand tenets: spending time in nature while creating less waste. The events will take place 10am ET on October 3 and 9 and originate at the Nordstrom NYC flagship. Fjällräven guides will take participants plogging in parks around the city.

Additional in-nature experiences in conjunction with the pop-up include:

- **September 26 at 3pm ET:** George McKenzie Jr., Fjällräven Guide + Photographer - *Pigeons in NYC*
- **October 2 from 12-5pm ET:** Complimentary Kånken Chainstitching Personalization with Purchase
- **October 10 at 2pm ET:** Lex Taylor, Fjällräven Guide + Chef - *Foraging in NYC*



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To RSVP your spot for the plogging or in-store events, please visit NordstromRSVP.com/Fjallraven.

The "Nature is Waiting" [map](#) (available in-store to pop-up visitors) offers a curated set of ideas and tips on how to get into nature in NYC and features up to 42 highlighted points of interest throughout the city.

"We want to remind the communities we serve in NYC that nature is always here and in the surrounding area. We are inspired by natural spaces and their power to help nurture, balance and energize us and appreciate that they can be enjoyed right in midst of NYC during walks, foraging, plogging, observing, etc. Anytime and anywhere, nature is waiting," said Nathan Dopp, CEO Americas, Fjällräven.

The immersive pop-up experience features outerwear (parkas, jackets, Expedition, Fleece) for women and men, as well as the brand's iconic Kånken pack.

"We craft high quality outdoor gear that focuses on durability and timeless design," Dopp added. "Each of our products are built for a lifetime of use and reflect Fjällräven's close connection to nature".

In addition to the NYC Flagship and Nordstrom.com, an extended merchandise selection and elements of the pop-up and will be available at the following locations beginning October 1, 2021:

- Nordstrom Bellevue Square in Bellevue, WA
- Nordstrom Washington Square in Tigard, OR
- Nordstrom Fashion Place in Murray, UT
- Nordstrom Park Meadows in Lone Tree, CO
- Nordstrom Oakbrook Center in Oakbrook, IL
- Nordstrom Ridgedale in Minnetonka, MN
- Nordstrom Fashion Island in Newport Beach, CA
- Nordstrom The Westchester in White Plains, NY
- Nordstrom Burlington Mall in Burlington, MA

[HERE](#) is a link to shop images, as well as product and editorial imagery.

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About Fjällräven

In 1960, Åke Nordin founded Fjällräven in his basement in the Swedish town of Örnsköldsvik. Since then, Fjällräven has made a commitment to quality and timeless design, while staying true to our mission of developing timeless, functional and durable outdoor equipment, acting responsibly towards people, animals and nature and inspiring people to get outside. Today the company has presence in over 30 countries worldwide. For more information, please visit www.fjallraven.com.



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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 digital-first platform enables us to serve customers when, where and how they want to shop – whether that's instore 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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