

**RAG & BONE X NORDSTROM LAUNCH EXCLUSIVE POP-UP CELEBRATING
THE ICONIC NEW YORK DELI**
Exclusive Collection Now Available at Nordstrom.com and Select Nordstrom Locations



NEW YORK (May 3, 2021) - rag & bone announces an exclusive retail concept with the latest Center Stage pop-up at the Nordstrom NYC flagship. Available from May 3 through June 5, the space is a reimagination of an authentic New York icon—the neighborhood deli. In addition to the NYC flagship, the immersive retail experience will be amplified through 10 select Nordstrom locations and Nordstrom.com.

Constructed on the ground floor of Nordstrom, the shop will offer a curated mix of the women's and men's high summer 2021 ready-to-wear and accessories collection, including more than 20 exclusive items created for the collaboration, as well as a limited-edition range of graphic t-shirts. Custom fixtures have been made for the pop-up including billboard displays featuring rag & bone campaigns, a neon deli sign, and a hand painted awning to frame the space. In the fitting room vestibule, customers will be met with a mirror giving the illusion of an infinite deli aisle. rag & bone has commissioned artist Timothy Goodman, who has contributed to rag & bone's Houston Wall series, to create a special mural for the exterior of a roll up gate near the cash wrap. Deli staples from Kettle Brand Potato Chips, Snyder's of Hanover Pretzels, David Original Sunflower Seeds, Bigs Takis Fuego Sunflower Seeds, Boom Chicka Pop and Chomps Beef Jerky will be on display, as well as rag & bone branded newspaper stacks and a digital screen streaming original content - all bringing the deli experience to life.

To celebrate the opening, rag & bone and Nordstrom will make a special \$25,000 grant to [Restaurant Workers' Community Foundation](#) to benefit the [Restaurant Workers COVID-19 Crisis Relief Fund](#), which provides aid to individual restaurant workers and industry nonprofits, as well as zero-interest loans to restaurants to get them back up and running. Supporting communities in need is a core value for both brands, particularly in New York as the restaurant industry recovers and works to rebuild.

A series of live and digitally led programming will be activated throughout the pop-up's run, bridging the physical space with a digital audience. The first in the series will be a rag & bone coffee cart on May 8 and 9 located on Broadway between 57th and 58th streets, offering complimentary hot and cold coffee. A special QR code will be created on coffee sleeves that takes customers to [rag-bone.com](#) where they can register to enter a raffle for a \$1,000 Nordstrom gift card.

NYC culinary talents, including Mokbar Chef and Owner Esther Choi, Chef Maryah Ananda, FlipSigi Owner and Food Network Host Jordan Andino and *Let's Eat* Author Zaynab Issa, will be featured in a series of how-to cooking videos focused on reinterpretations of deli menu favorites on each brand's social channels.

The rag & bone X Nordstrom Center Stage partnership reflects each brand's ongoing commitment to retail innovation. Elements of the pop-up and the collection will be available exclusively in 10 additional Nordstrom locations from May 3 to June 5, including:

- Bellevue Square, Bellevue, Wash.
- Michigan Avenue, Chicago, Ill.
- Mall of America, Minneapolis, Minn.
- La Jolla at UTC, San Diego, Calif.
- Fashion Square, Scottsdale, Ariz.
- Century City, Los Angeles, Calif.
- Stanford Shopping Center, Palo Alto, Calif.
- Valley Fair, San Jose, Calif.
- Domain Northside, Austin, Texas
- The Mall at Green Hills, Nashville, Tenn.

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

About rag & bone:

Since its origins in New York in 2002, rag & bone has established itself as a critical and commercial success in the international fashion world. Combining English heritage with directional design, the brand has become synonymous with innately wearable clothing that has an edgy yet understated New York aesthetic.

rag & bone offers a full range of men's and women's ready to wear, denim, accessories and footwear collections. www.rag-bone.com

About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 358 stores in the U.S. and Canada, including 100 Nordstrom stores; 249 Nordstrom Rack stores; two clearance stores; and seven [Nordstrom Local](#) service hubs. Additionally, customers are served online through [Nordstrom.com](#), [Nordstrom.ca](#), [Nordstromrack.com](#), [HauteLook.com](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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