

NORDSTROM SKIMS

NORDSTROM NYC LAUNCHES SKIMS POP-UP EXPERIENCE AT THE CORNER

THE CORNER AT NORDSTROM NYC IS TRANSFORMED BY SKIMS TO CELEBRATE THE BRAND'S FIRST-EVER SPRING SHOP



NEW YORK (April 11, 2024) – Nordstrom is inviting customers to immerse themselves in SKIMS' unmatched comfort and ultra-soft fabrics in real life at The Corner at Nordstrom NYC with a limited time pop-up experience. This shop is part of Nordstrom's ongoing series of pop-ups and brand takeovers at the Nordstrom NYC Flagship in a dedicated space on The Corner of 57th and Broadway.

From the softest sweat sets to second skin bodysuits, SKIMS has all your spring essentials in one place at The Corner. The Corner will feature new drops from SKIMS Spring Shop throughout the duration, and it opens with SKIMS' classic Outdoor collection and the Modal French Terry collection in all-new bright colorways. Alongside the new drops, customers will be able to stock up on SKIMS best-selling essentials including the Soft Lounge Slip Dress, the Cotton Rib Boxer, and the Cotton Jersey T-Shirt.

The Corner has been redesigned in SKIMS' signature pop-up style including rounded edge fixtures and ultra-glossy elements. The Corner will also feature a SKIMS ice cream cart serving SKIMS viral Morgenstern's ice cream bars on select weekends throughout the takeover.

"The launch of the SKIMS pop-up at The Corner is a celebration of our dynamic partnership and Nordstrom's commitment to bringing innovative shopping experiences to life," says **Olivia Kim, SVP of Creative Merchandising at Nordstrom**. "We are excited to invite customers in to immerse themselves in the comfort and style SKIMS is known for and discover something new every time they visit."

Nordstrom and SKIMS first announced their longstanding partnership in February 2020. Since the beginning of the partnership, Nordstrom and SKIMS have worked hand in hand to test, launch, and expand innovative retail strategies including branded SKIMS Shops in stores across the U.S. The synergy

between Nordstrom and SKIMS is apparent and is rooted in representation and innovation, with both brands placing customers at the heart.

“As a digitally native brand, our trusted partnership with Nordstrom has been key to how we test and develop new category and product launches in physical retail environments. The partnership has been instrumental in SKIMS growth over the years, as we continue to listen to customers together and modify our tactics to improve the shopping experience,” says **Robert Norton, Chief Commercial Officer, SKIMS**. “The launch at The Corner in Nordstrom’s NYC flagship is the latest evolution of the partnership, and we can’t wait for customers to experience SKIMS loungewear category in one completely immersive shop for the first time ever.”

SKIMS at The Corner will be open at Nordstrom NYC through May with SKIMS available to shop anytime at select Nordstrom locations and online at [Nordstrom.com](https://www.nordstrom.com). Please find a link [HERE](#) to shop and product imagery.

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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 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 SKIMS:

Co-founded in 2019 by Kim Kardashian and Jens Grede, SKIMS is creating the next generation of Women’s underwear, loungewear, and shapewear and setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, the brand’s goal is to consistently innovate on the past and advance the industry forward.

SKIMS Mens launched in 2023 with underwear and foundations engineered for maximum support, performance, and recovery. From the softest boxers that never lose shape to the most comfortable tanks and tees, the ultimate first layer starts with SKIMS Mens. Through partnerships with legacy sports organizations such as the NBA and Team USA, SKIMS consistently aligns with cultural institutions to drive conversations within the world of popular culture, entertainment, and sport.

SKIMS sells directly through its website (SKIMS.com), as well as through select retailers including Nordstrom, among others.

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