

# NORDSTROM

## NORDSTROM AND ADIDAS LAUNCH NATIONAL PARTNERSHIP IN CELEBRATION OF FIFA WORLD CUP 2026™

*The partnership spans 35 doors nationwide, with adidas at The Corner at Nordstrom NYC Flagship serving as the pinnacle expression of World Cup style this summer.*

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

**NEW YORK (June 4, 2026)** - Nordstrom and adidas announce the launch of a national retail partnership celebrating the FIFA World Cup 2026™, the world's largest sporting event and the first to be hosted in North America since 1994. Spanning 35 Nordstrom doors nationwide, the partnership is anchored by an immersive adidas at The Corner installation at the Nordstrom NYC Flagship, a dedicated shop-in-shop at Nordstrom Downtown Seattle, and a curated adidas presentation across 33 Nordstrom stores in World Cup match cities, making Nordstrom the premier retail destination for World Cup culture from coast to coast.

The partnership comes to life through an assortment that moves fluidly between the pitch and the street. Fan-ready FIFA-branded jerseys sit alongside soccer-inspired footwear and apparel designed for those who experience the World Cup as much through a style lens as a sporting one. Adidas's iconic footwear leads the offering, reimaged in World Cup colorways alongside a cross-category edit spanning Men's, Women's and Kids that reflects the full cultural breadth of the moment.

“The FIFA World Cup coming to North America is a once-in-a-generation cultural moment - one that unites people around the world through a universally shared passion,” said Tacey Powers, EVP and GMM of Shoes at Nordstrom. “We couldn't be more excited to celebrate it alongside adidas, a partner who shares our commitment to bringing the best of both worlds to our customers. Together, we've created an experience that blends sports and style with a product offering that is curated, fashion-forward, and uniquely Nordstrom. From our NYC Flagship, and our hometown of Seattle, to stores across the country, we're excited to bring this experience to life for our customers.”

Beginning today, Nordstrom and adidas invite customers to experience adidas at The Corner, a one-of-a-kind World Cup destination at the Nordstrom NYC Flagship and part of an ongoing series of pop-ups and brand experiences in the dedicated space at the corner of 57th and Broadway. Kicking off with customer activations through opening weekend, The Corner brings the partnership's sport-meets-style vision to life through an exclusive edit of the adidas World Cup assortment, organized by country and styled head to toe through a fashion-forward lens that reflects the convergence of sport, style and culture. The installation runs through July 26.

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Throughout the tournament, weekly activations will take place every Thursday, featuring gift with purchase offerings, sweet treat giveaways, and sweepstakes. Every other week, Archive Zone will spotlight an adidas archive piece connected to that week's featured country.

Weekend events will be programmed to align with each week's featured country, bringing customers exciting complimentary gifts and customization with a qualifying purchase of \$75. Full programming dates include:

- **June 6<sup>th</sup> (10am - 8pm) | Full-Day Kickoff** - Doors open on a full-day kickoff where football culture meets fashion. Expect music, live customization, giveaways, and in-store moments built to celebrate the weekend.
- **June 13<sup>th</sup> (1pm – 5pm) | Japan Weekend** – Enjoy a complimentary custom nail set by renowned nail artist Mei Kawajiri, inspired by the World Cup teams and graphics.
- **June 20<sup>th</sup> (1pm – 5pm) | Mexico Weekend** - Receive Moños De Mi Niñez, handcrafted ribbon of your choice.
- **June 27<sup>th</sup> (1pm – 5pm) | Colombia Weekend** - Enjoy complimentary jersey customization by Savannah Oh with embellishments including lace, grommets and ruffles.
- **July 11<sup>th</sup> (1pm – 5pm) | Argentina Weekend** - Personalize apparel with chain stitching & embroidery from Victoria Rose Adrian.
- **July 22<sup>nd</sup> | Closing Day Celebration**

In Seattle, a dedicated adidas shop-in-shop at Nordstrom Downtown Seattle opens today, running through July 20, with a curated in-store experience and assortment. In partnership with the Seattle Host Committee, Nordstrom will support Summer of Sports at Westlake Park - a free, open-to-the-public outdoor viewing destination with a Nordstrom VIP area, marquee matchups and food and drink, including watch parties on each of the tournament's six Seattle match dates.

The collection is available now at adidas at The Corner at the Nordstrom NYC Flagship, Nordstrom Downtown Seattle and 33 additional Nordstrom doors in World Cup match cities including Los Angeles, New Jersey, Philadelphia, Dallas, Houston, Kansas City, Atlanta and Miami, as well as on Nordstrom.com.

## **ABOUT NORDSTROM:**

At Nordstrom, Inc., 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 nearly 400 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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## **ABOUT ADIDAS:**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach, Germany, the company employs around 65,000 people across the globe and generated sales of €24.8 billion in 2025. For more information, please visit [www.adidas-group.com](http://www.adidas-group.com).

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