

POP-IN@NORDSTROM MERRY+ BRIGHT

FOR IMMEDIATE RELEASE

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The Ultimate Holiday Gifting Destination Curated by Olivia Kim

SEATTLE (November 12, 2018) – This month, Pop-In@Nordstrom celebrates the holidays with bright and inspiring gift ideas to please everyone on the list. Pop-In@Nordstrom Merry + Bright launches on November 16th in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

Curated by Olivia Kim, Nordstrom VP of Creative Projects, Pop-In@Nordstrom Merry + Bright brings together a colorful and unique assortment of items at every price point. The shop will be stocked with over 1,000 gift options from nearly 100 different brands hand-picked by Kim and her team, including home and office, tech and gadgets, toys and games, apparel and accessories, beauty and apothecary, stocking stuffers and more with prices ranging from \$1.99 to \$5,498. The shop will feature special curations from key highlighted brands this season including Best Made Company, Vitra and Soda Says.

For the outdoor enthusiast, gifts from Best Made Co. offers heirloom-quality gear and field-tested tools that are as hard-working as the explorers, creators and DIYers who use them. Highlights include Best Made Co.'s American Felling Axe, Gerstner Field Chest, Brass Higo Pocketknife and Grip Flask. The brand has even teamed up to create a handful of pieces exclusively for the shop.

A need-to-know name in design, Vitra, provides a gift selection of iconic furniture and home accessories from luminaries like George Nelson, Charles and Ray Eames and Alexander Girard. From George Nelson's midcentury Night Clock to Alexander Girard's Love Pillow, a gift from Vitra will be sure to please the design aficionado in your life.

For the tech lover, Pop-In@Nordstrom Merry + Bright welcomes a curation of gifts from Soda Says – also known as the School of the Digital Age – to provide a selection of innovative tech products that make life easier such as Nanopresso's Portable Espresso Machine, Chipolo Bluetooth Tracker, MPOWERD Luci Color Essence Inflatable Solar Lantern, and Barisieur Coffee Alarm Clock.

For the first time, Nordstrom is bringing a full Pop-In@Nordstrom shop to New York City, located in the Nordstrom NYC Men's store.

Pop-In@Nordstrom Merry + Bright is available in 10 Nordstrom locations and online at Nordstrom.com/pop from November 16 to January 6:

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, ONT
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- Nordstrom NYC Men's Store, New York, NY
- NorthPark Center, Dallas, TX
- South Coast Plaza, Costa Mesa, CA
- The Grove, Los Angeles, CA

[HERE](#) is a link to product imagery – shop images will be available on launch day, November 16.

As a perk of Nordstrom's newly launched loyalty program, Nordy Club members will be able shop Pop-In@Nordstrom Merry + Bright a day before it launches to the public. Not a member yet? [Sign up is simple \(and free\)](#).

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and 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. Pop-In@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London's Flowers of Liberty collection, MCM, 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.

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