

Nordstrom Launches the Paul Smith Clubhouse at Nordstrom NYC

The limited time takeover is open now through April 30th

WHAT: Experience the colorful world of Paul Smith from March 6th – April 30th at the Paul Smith Clubhouse at Nordstrom NYC. This limited time Clubhouse takeover will feature cocktails and bites inspired by Paul Smith’s mantra of “classic with a twist.” Nordstrom is excited to partner with Paul Smith and bring his sense of style to life for our customers through clothing, food and drink. The Paul Smith Clubhouse will feature Paul Smith’s Signature Stripe – an iconic anchor for the brand. Customers will discover the brand’s various hues throughout the space from the solid wall coverings to special glassware and furniture that replicate one of the many colors of Paul Smith’s Signature Stripe.

“It’s such an honour to be partnering with Nordstrom and I’m excited for people to see the project we have coming up. I started my own business more than fifty years ago and I’m immensely proud of the independence and from-the-heart approach that we maintain today. There are a lot of parallels with Nordstrom with Erik, Pete and Jamie still heavily involved in the running of the company and I’m delighted to be working together,” says Sir Paul Smith.

In addition to Paul Smith’s Signature Stripe, a defining element of Paul Smith shops are the art walls that feature a mix of art, photography and ephemera that have been collected or sent to Sir Paul Smith. Nordstrom and Paul Smith have reimagined this art wall and curated a unique assortment for the Clubhouse that helps bring the space to life. As customers shop and dine, they can draw inspiration from the art along with coffee table books placed throughout the Clubhouse, each handpicked by Sir Paul Smith.

“Sir Paul Smith’s menswear bona fides are self-evident, and he remains one of the most inspirational and important designers in the industry. He’s been able to sustain his longevity in the business through listening to his customers over the decades while successfully leading them through different eras of style. That balance of aspiration, accessibility, and down-to-earth, conversational approach to fashion is something we’re equally passionate about at Nordstrom. At the end of the day, we’re both fully invested in helping customers look great and feel their best,” says Jian DeLeon, Men’s Fashion Director at Nordstrom.

Shop the latest Paul Smith collection and enjoy a little taste of Britain at The Paul Smith Clubhouse now through April 30 only at the Nordstrom NYC Men’s store.

WHEN AND WHERE: The Paul Smith Clubhouse takeover is located at the Nordstrom NYC Men’s store from March 6 through April 30.

MENU: Menu highlights at The Paul Smith Clubhouse include beef tartare, shrimp cocktail, lobster rolls, a charcuterie board, and a gem caesar salad that can each be paired with an espresso martini, bramble, gimlet, Kentucky mule or non-alcoholic elderflower spritz. Prices range from \$8 for the non-alcoholic elderflower spritz to \$28 for the lobster roll.

ABOUT THE COLLECTION:

Theme: ‘What is a suit?’

Overview: SS24 looks at the suit in all its forms, from classic tailoring to military uniforms. The tailored silhouette has a 60’s via 90’s spirit, with high break points and precise, elongated silhouettes. The suit

references are continued further with playful takes on classic menswear fabrications such as polkas, pinstripes and herringbones. Inspired by Lawrence of Arabia, the neutral base palette of light grey, sand, beige and sky blue is punctuated by bright accents of raspberry red and soft yellow.

Key Print: Orchid Floral

Additional Points:

- There are a range of summer weight separates from formal to casual, in linen, seersucker and cotton silk mixes.
- This season is focused on expanding range of classic tailoring cloths, in plains, semi-plains and textures.

LINK TO INSTALLATION IMAGERY:

ABOUT NORDSTROM:

Nordstrom, Inc. (NYSE: JWN) exists to help 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 they make. This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them 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 their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.

ABOUT PAUL SMITH:

Paul Smith is Britain’s leading independent design company. Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it’s a shirt, a shop or a special collaboration. Paul Smith is a British company with a global outlook. What began in a small, 3 x 3 meter shop in Nottingham, England in 1970 has grown to 130 shops and counting around the world, with locations in over 60 countries.