

POP-IN@NORDSTROM

WELCOMES

LIBERTY.

Discover the world of Liberty through the British heritage brand's iconic prints with this limited-time shop

NEW YORK (March 20) – Celebrate fashion, design, and artistry at its finest with the launch of Pop-In@Nordstrom's latest shop with Liberty London. Discover a curated lifestyle collection of made-for-Nordstrom apparel and accessories, crafted by the esteemed British brand. Each piece showcases Liberty's iconic prints, emblematic of their reputation as an artistic movement. The shop features exclusive capsule collaborations, women's and men's apparel, accessories, and homewares from Liberty in addition to a curation of items across home, kids, pantry, garden, and beauty. Prices range from \$6 – 1,017.

"We are thrilled to welcome Liberty London back to Nordstrom as our latest brand partnership," says Olivia Kim, SVP of Creative Merchandising. "Nordstrom has always strived to be a platform for discovery and we look forward to bringing Liberty's British heritage and iconic prints back to our customers in a unique and immersive way."

"As a destination for art and design for almost 150 years and an iconic London landmark, we are thrilled to debut in the US retail landscape with Nordstrom," says Mary-Ann Dunkley, Design Director, Liberty Fabrics and Product. "This collaboration brings a taste of the iconic Liberty own label style to our American customers for the first time, with a thoughtfully curated edit created in the London design studio. We invite Nordstrom shoppers to immerse themselves in the enchanting world of the brand, spanning interiors and apparel, discover the unique charm that defines the Liberty lifestyle."

The shop includes exclusive collaboration products featuring a curated edit of prints selected by Nordstrom and made with Liberty's iconic designs from brands including Call It By Your Name, Coa, Dauphinette, Janie and Jack, Loretta Caponi, Merlette, Montce Swim, Nackiye, Nu Swim and Nuna.

Additional brands featured in the shop include:

- Austin Austin
- Arber
- Areaware
- Bergs Potter
- BIBS
- Bienaime
- Big Heart Tea
- Binu Binu
- Bottleblond
- Casa Shop
- Cheeky, Chronicle
- Galison
- Earl of East
- Greentree Home
- Haws
- House of Nunu
- Le Marke
- Leath
- Lesse
- Mar Mar Los Angeles
- Melyon
- Meri Meri
- Merlette
- Monastery Made
- Niwaki
- Ooly
- Paint Anywhere
- Papier
- Penguin Books
- Sangre de Fruta
- Seasons
- Sophie Lou Jacobsen
- Steiff
- Stories of Italy

- Supernal
- Susan Alexandra
- Sweet Deliverance
- The Floral Society
- Twee
- Vaiselle

Shop Pop-In@Nordstrom Liberty in seven Nordstrom locations and online at Nordstrom.com/pop from March 20 through May 27 with an expanded assortment featuring a dedicated retail experience on view at the Nordstrom NYC Flagship.

Pop-In@Nordstrom Liberty available doors:

- Century City, Los Angeles, Calif.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- Nordstrom NYC Flagship, New York, NY
- Stanford Shopping Center, Palo Alto, Calif.
- Stonebriar Centre, Frisco, Texas

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that 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 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 (SVP of Creative Merchandising). 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, Converse, Disney Mickey & Friends, Everlane, Gentle Monster, goop, Hanes, HAY, Lisa Says Gah!, Nike, Opening Ceremony, Parachute, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Sight Unseen, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

ABOUT LIBERTY LONDON

Synonymous with the city its shop stands in, Liberty London is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. Liberty continues to be associated with the world of arts and culture, building on its founder's legacy to seek out the new and the beautiful. Today, Liberty is recognised as an artistic movement, known for its cultural collaborations, inspiring curation, and directional design. The iconic Regent Street shop encompasses six floors of fashion, beauty, Little Liberty childrenswear, accessories and homewares - bringing together the world's leading premium and luxury brands and housing them alongside its own Liberty London range.