

## POP-IN SAYS GAH!

*Step into the enthusiastic world of Lisa Says Gah! with Pop-In@Nordstrom's latest shop*

SEATTLE (January 14) – It's time to get groovy with Pop-In@Nordstrom's latest pop-in shop: Pop-In Says Gah! featuring your favorite California-based boutique *Lisa Says Gah!* Discover pieces from their in-house line along with their favorite independent fashion labels that say yes to maximalism and will make getting dressed in 2022 as fun as ever. Get ready to say Gah! as this limited-time pop-in shop is launching on January 14 in select Nordstrom stores and online at Nordstrom.com/pop.

"To kick off the New Year on a cheerful note, we are excited to bring the world of *Lisa Says Gah!* to life as our first Pop-In of 2022," says Olivia Kim, VP of Creative Projects and Home at Nordstrom. "I admire Lisa Bühler for creating a brand that is filled with so much positivity and rooted in community and discovery, which aligns so naturally with the ethos of Pop-In@Nordstrom. *Lisa Says Gah!* is all about creating an approachable space for independent design and we are happy to share this vision with our Nordstrom customers."

Pop-In Says Gah! is a shop filled with surprises and delights around every corner. This carefully curated shop features pieces from Yowie x *Lisa Says Gah!* as well as *Lisa Says Gah!*'s wild heart print and space dye knit collections, thermal knits, stonewash denim, sweaters, accessories, shoes, and so much more. These head-turning pieces are filled with bright colors, bold prints, and playful details like fun flowers and butterflies that adorn pants, shoes, jewelry, and hairclips. True to the optimistic spirit of Pop-In@Nordstrom and *Lisa Says Gah!*, the shop is truly a destination that evokes joy and happiness.

"We're super excited to connect with our community in person with Pop-In @Nordstrom," said Lisa Bühler, founder & CEO of Lisa Says Gah. "Olivia Kim and Nordstrom have created a one-of-a-kind retail experience taking our online experiences to life. I'm most thrilled for our customers to be able to touch and feel the product, and see LSG beyond our screens."

In addition to everyone's favorite *Lisa Says Gah!* products, the shop will feature some of their most-loved brands like Chunks hair accessories, Hola Amor earrings, Lu Goldie sunglasses, Mooju rugs and mirrors, Pastiche apparel, Rose Greenberg squiggles, and Stahl Knits so you can truly scream Gah! from head to toe and even in your home. Whatever you may be searching for, Pop-In Says Gah! has something for everyone looking to brighten up their closet.

HERE is a link to product and editorial imagery – shop images will be available on launch day, January 14.

Pop-In Says Gah! features product from additional brands including:

- Chunks
- Fuugly
- Hola Amor
- KJP
- Lu Goldie
- Mooju
- Pastiche
- Rose Greenberg
- Stahl Knits
- Tyler McGillivary

Pop-In Says Gah! is available in nine Nordstrom locations and online at Nordstrom.com/pop from January 14 through February 27:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- Nordstrom NYC Flagship, New York, NY

### **ABOUT POP-IN@NORDSTROM**

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

### **ABOUT LISA SAYS GAH!**

Lisa Bühler’s been saying Gah! since 2014, but the feeling was bubbling inside her long before then. After a decade in the fashion industry, Lisa set out to create an anti-shop kind of shop — a space where independent design and artistry could thrive, where diversity and discovery are sewn into the deadstock fabric.

What began from scratch in Lisa’s then-boyfriend, now husband’s San Francisco apartment, has since blossomed at the hands of a tiny team with a bold vision for the future of retail (and a penchant for picking the perfect vintage-y blazer). In the world of Gah, fashion is not fast but intentional, communal, and ethically created. Proudly teeming with contradictions, it’s vintage yet novel, conscious yet confident, urgent yet timeless. LSG is a digital destination for unearthing special pieces that you can’t live without — but didn’t even know you needed.

So, what is “Gah” exactly? We like to think it can’t be bottled or contained. The opposite of “Ugh,” it’s an unbridled outburst-ing of surprise and delight — at an off-kilter ceramic vessel or a nubby cropped sweater or an all-womxn design collective, at a world where clothes are carefully curated, made for everyone, and here for the long haul. Lisa Says Gah is anti-fast fashion, pro-community, and always in pursuit of the next Gah! thing.

All together now, say Gah!

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