

# NORDSTROM

## CANADA - THE ONE-OF-A-KIND NORDSTROM ANNIVERSARY SALE STARTS THIS FRIDAY, JULY 20

July 15, 2018

SEATTLE, July 16, 2018 /CNW/ -- Mark your calendars for the one-of-a-kind [Nordstrom Anniversary Sale](#) launching this Friday, July 20 in the U.S. and Canada. The Nordstrom Anniversary Sale is the retailer's biggest sale event of the year featuring brand-new arrivals at super-sales prices for two weeks only -- July 20 through August 5 -- prices go back up on August 6.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/5264551/nordstrom-anniversary-sale-2018/>

### WHAT SETS THE ANNIVERSARY SALE APART?

Every July, Nordstrom brings in deals on the best brands, hottest trends and everyday essentials for women, men and kids. There's something for everyone in every category including clothing, shoes, accessories, home and beauty, in a range of buy now/wear now, back-to-school and fall fashion.

Women can shop brands like Rag & Bone, Madewell, J. Crew, Tibi, Alice + Olivia, Theory, MCM, Veronica Beard, Flame Denim, Nike, Stuart Weitzman, Charlotte Tilbury and more. For men, featured brands include Levi's, Ted Baker London, Theory, Rag & Bone, Adidas, To Boot New York and more. The Anniversary Sale also features special deliveries from Nordstrom exclusive brands Treasure & Bond, Halogen, 1901 and Zella.

"This event gives us the opportunity to deliver a one-of-a-kind experience for our existing customers who love the Anniversary Sale, as well as introduce new customers to Nordstrom through an inspiring offering of new product from great brands at incredible values," said Pete Nordstrom, Nordstrom Co-President.

### BEAUTY EVENTS

Nordstrom will host an Anniversary Sale [Beauty Bash](#) event on Saturday, July 21 in all U.S. and Canada stores, featuring access to 450+ beauty exclusives, complimentary beauty consultations and applications, and a free limited-edition Nordstrom tote with a \$125 cosmetics purchase.

[Clean-Out Days](#) are taking place in stores daily throughout the sale where customers can enjoy free samples, gifts with purchase and expert tips from brands including MAC, Clarins, Chanel, Estée Lauder, Lancôme La Mer, Bobbi Brown, Jo Malone, Kiehl's Since 1851, Clinique, Dior, and Laura Mercier.

### 'SHOW US HOW YOU INSALE' SWEEPSTAKES

Enter to win a \$500 Nordstrom Gift Card! We want to hear from you! Post a photo or video to Instagram, Twitter or online using #nsale and #sweepstakes and tag @Nordstrom showing how excited you are about the Anniversary Sale. Five winners will be selected at random and entries will be featured on [Nordstrom.com](#) and @Nordstrom social channels. No purchase necessary. [See official rules for details.](#)

### PRO SHOPPING TIPS

Nordstrom offers convenient services for customers to make their Anniversary Sale shopping experience fun, easy and on their terms:

- **Free Style Advice**- From quick updates to entire wardrobe edits, Nordstrom [Personal Stylists](#) and [Beauty Stylists](#) can guide customers to the sale scores of their dreams.

### ANNIVERSARY INFLUENCERS

Nordstrom partnered with four fashion-savvy comedians to serve as Anniversary Sale campaign influencers: [Liza Koshy](#), multi-hyphenate entertainer, actress, *Double Dare* host and star of *Liza on Demand*; [Daniel Levy](#), writer, producer & *Schitt's Creek* actor; [Phoebe Robinson](#), *2 Dope Queens* comedian, *New York Times* bestselling author, and actress; and [Hannah Simone](#), *New Girl* actress. Videos and interviews with the influencers are available at [blogs.nordstrom.com/fashion/nordstrom.com/anniversaryinsalepages](https://blogs.nordstrom.com/fashion/nordstrom.com/anniversaryinsalepages).

### Editor's Note

To download additional images and video, please visit [Nordstrom.com/pressroom](#).

### ABOUT NORDSTROM

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 373 stores in 40 states, including 123 full-line stores in the United States, Canada and Puerto Rico; 239 Nordstrom Rack stores; two [Jillie](#) boutiques; two clearance stores; six Trunk Club clubhouses; and its Nordstrom Local service concept. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), [TrunkClub.com](#), and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### CONTACT:

Lauren Adey

Nordstrom, Inc.

(416) 254-2569















# NORDSTROM

SOURCE Nordstrom