

NORDSTROM

Nordstrom Opens at Fashion Mall at Keystone in Indianapolis

September 19, 2008

SEATTLE, Sept. 19, 2008 /PRNewswire-FirstCall/ -- Customers were greeted by over 300 applauding employees today, when Seattle-based Nordstrom, Inc., one of the nation's leading fashion specialty retailers, opened the doors to its second Indianapolis-area store at Fashion Mall at Keystone. The new 131,000-square-foot store will offer customers a well-edited selection of designer, luxury and quality fashion brands in apparel, shoes, accessories and cosmetics.

"Fashion Mall is one of the premier shopping centers in Indianapolis," said Rachel Coates, store manager. "We are excited to offer customers another store to shop, in addition to our location at Circle Center."

The store's wide selection of apparel includes a designer offering of American and European collections, including Armani, Donna Karan, Missoni, Burberry, Moschino, Temperley and MaxMara. To complement the apparel offering, the store will also feature a selection of designer handbags from names such as Burberry, Marc Jacobs, Valentino, Car Shoe and Michael Kors.

In addition to a great selection of merchandise, customers will find a sunglasses boutique, expansive cosmetics area featuring a beauty studio and two food offerings -- a Cafe Bistro and Ebar espresso bar. The store also features services and amenities including an in-store alterations and tailor shop, Personal Touch -- a complimentary wardrobing and shopping service, two family restrooms, bra and prosthesis fitters, and a shoeshine stand.

Prior to the opening at 10:00 a.m., customers were invited to experience the newest cosmetics and fragrances for the fall season at a beauty bash. Nordstrom beauty advisers offered complimentary consultations and make up lessons outside the store's mall entrance.

Last night, Nordstrom held a gala to benefit the Indianapolis Museum of Art, The Links, Incorporated and the Junior League of Indianapolis. Over 1,000 guests attended and the evening helped raise \$125,000 for the partnering organizations.

Nordstrom opened its first store in Indianapolis at Circle Center in 1995.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 163 US stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 107 Full-Line Stores, 52 Nordstrom Racks, two Jeffrey boutiques, and two clearance stores. Nordstrom also serves customers through its online presence at <http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>)

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