

NORDSTROM

Nordstrom Opens New Store in New Jersey at Cherry Hill Mall

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SEATTLE, March 27 /PRNewswire-FirstCall/ -- Leading fashion specialty retailer Nordstrom opened the doors to its new store in South Jersey today at Cherry Hill Mall. The 138,000 square-foot store is the second Nordstrom to serve the greater Philadelphia area and will offer a well-edited selection of designer, luxury and quality fashion brands for women, men and children.

"We're thrilled to be opening a store in the updated Cherry Hill Mall," said Jennifer Strugala, Cherry Hill store manager. "We look forward to serving our customers in South Jersey and hope to offer them a great shopping experience."

The new two-level Nordstrom store features a compelling selection of clothing, accessories, cosmetics and shoes, including a designer offering of American and European collections. Customers can shop from well-known designers such as Blumarine, Burberry, Lida Baday, Missoni, Ports 1961 and Temperley. Other hot brands and designers include Clu, Helmut Lang, Tracy Reese and Vince. To complement this offering, the store also offers Chloe, Marc Jacobs and Versace handbags, as well as footwear from Christian Dior, Jimmy Choo, Stuart Weitzman and Tory Burch.

Nordstrom at Cherry Hill Mall offers a number of services to enhance the shopping experience. These amenities include in-store alterations and tailor shop, certified bra and prosthesis fitters, shoe shine, complimentary gift boxes and Personal Touch -- a complimentary wardrobe and shopping service. The store will also feature two food offerings: a Marketplace Cafe and an espresso bar.

Opening day started at 8:00 a.m. with Nordstrom hosting a cosmetics Beauty Bash. Shoppers learned about the newest cosmetics and fragrances for the spring season, and enjoyed complimentary skincare consultations and makeup lessons from Nordstrom beauty advisors. When the store opened at 10:00 a.m., more than 300 excited employees lined the aisles and cheered enthusiastically to welcome customers through the doors.

On Wednesday night, over 1,250 guests attended a gala hosted by Nordstrom. The event raised more than \$125,000 for three local nonprofits: The Links, Incorporated, Philadelphia Museum of Art and Symphony in C.

Nordstrom opened its first store in the Philadelphia area at King of Prussia in 1996. The new Nordstrom at Cherry Hill Mall is the retailer's fifth store in New Jersey.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 172 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 110 full-line stores, 58 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also serves customers through its online presence at 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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