

NORDSTROM

Nordstrom Opens New Store in Massachusetts at Northshore Mall in Peabody

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SEATTLE, April 17 /PRNewswire-FirstCall/ -- Leading fashion specialty retailer Nordstrom, Inc. opened the doors to its new store at Northshore Mall in Peabody, Mass. today at 10 a.m. The 138,000 square-foot store is the third Nordstrom to serve the greater Boston area and will offer customers a well-edited selection of quality and luxury fashion brands for women, men and children.

"We have a great team of 280 employees that's eager to meet the North Shore community," said Scott Colunga, Nordstrom Northshore Mall store manager. "We're so excited to start serving customers here--whether it's offering them head-to-toe spring fashion looks or a delicious lunch in our restaurant."

Opening day started at 8 a.m. with Nordstrom hosting a complimentary cosmetics Beauty Bash. Shoppers learned about some of the exclusive cosmetics brands offered at the new store, including Elemis, Mario Badescu and Enormous Lash, as well as customer favorites like Jo Malone fine fragrances, MAC, La Mer, Nars, Clinique, Chanel and Bobbi Brown. Customers enjoyed breakfast while Nordstrom beauty advisors consulted with them about skincare and gave makeup lessons.

In addition to cosmetics, the new two-level Nordstrom store offers a compelling selection of clothing, accessories and shoes. Customers can shop for fashion merchandise from well-known women's apparel lines such as Elizabeth & James, Pink Tartan, Tracy Reese, M Missoni, Theory, Eileen Fisher and St. John. Notable men's apparel lines include Burberry, John Varvatos Star USA and Lacoste. Customers can also find handbags from Juicy Couture, Michael Kors and Valentino, and footwear from Stuart Weitzman, Tory Burch, Coach, Cole Haan and UGG Australia.

Some of the special services and amenities available at Nordstrom Northshore Mall are an in-store alterations and tailor shop, certified bra and prosthesis fitters, shoe shine and complimentary gift boxes. The store will also feature two food offerings: a Nordstrom espresso Ebar as well as a Cafe Bistro with freshly prepared salads, sandwiches, pastas and desserts.

On Wednesday night, at a gala underwritten by Nordstrom, more than 1,200 guests had the opportunity to shop the new store. The event raised more than \$90,000 for three local nonprofits: The Friends of Beverly Hospital, Essex County Community Foundation and North Shore Music Theatre.

Nordstrom opened its first store in the Boston area at Natick Collection in 2007, followed by a second store at Burlington Mall in 2008. Next year, in 2010, Nordstrom plans to open a new store at South Shore Plaza in Braintree, Mass.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 175 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 111 full-line stores, 60 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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