

NORDSTROM

Nordstrom to Launch Exclusive The Twilight Saga: New Moon Apparel and Jewelry Collection in October

July 23, 2009

SEATTLE, July 23 /PRNewswire-FirstCall/ -- Nordstrom, Inc. has partnered with Summit Entertainment to launch an exclusive fashion and jewelry collection inspired by the highly-anticipated Nov. 20 release of The Twilight Saga: New Moon, the second movie adapted from Stephenie Meyer's novels. The fashion-focused collection will be available at nordstrom.com/newmoon beginning Oct. 1 and in the BP. department at Nordstrom stores beginning Oct. 15.

Created by Awake, Inc., the apparel collection centers around fitted screened T-shirts, tanks and hoodies that reflect the mood and spirit of the film. Twilight fans can choose from designs that show their affinity for vampire Edward Cullen with a "Team Edward" logo or werewolf Jacob Black with a "Team Jacob" logo. Other T-shirts feature film-related lines such as "Bet You Can't Read My Mind" and imagery such as "Forks High School Phys. Ed. Dept." and the tattoo design worn by the werewolf pack. Plaid tunics and jackets inspired by the style and setting of the film round out the lifestyle collection. Prices range from \$32 for a T-shirt to \$58 for a jacket.

The collection of silver and gold-plated fashion jewelry created by Nordstrom includes necklaces, bracelets, earrings and key fobs. "I love Edward" and "I love Jacob" heart pendants hang from chains, and bracelets and key fobs feature film-related charms including Bella's truck, Jacob's motorcycle, vampire family crests, a moon, wolf and feather.

"We hope to bring the Twilight experience into our stores through fashion for our customers," said Loretta Soffe, Nordstrom executive vice president and general merchandise manager for women's apparel. "The line allows customers to show their love for the film by creating a whole look with pieces from the collection or combining with other merchandise to create a unique look of their own."

Beginning July 23, customers can count down to the premiere of The Twilight Saga: New Moon at nordstrom.com/newmoon. Nordstrom stores will host kick-off events in November for customers to celebrate the film, including advance screening parties.

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, 61 Nordstrom Racks, two Jeffrey boutiques and one clearance store. 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.

Summit Entertainment is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

CONTACT: John Bailey
Nordstrom, Inc.
(206) 373-2415

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

SOURCE Nordstrom, Inc.

Photo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>
<http://photoarchive.ap.org>
PRN Photo Desk photodesk@prnewswire.com
Web Site: <http://www.nordstrom.com>
<http://www.prnewswire.com>