

NORDSTROM

Nordstrom Opens New Store at Fashion Island in Newport Beach, Calif.

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SEATTLE, April 16, 2010 /PRNewswire via COMTEX/ --Leading fashion specialty retailer Nordstrom opened the doors to its new store in Newport Beach, Calif. today at Fashion Island. The 138,000 square-foot store is the sixth Nordstrom full-line store in Orange County and will offer a well-edited selection of quality, luxury and designer fashion brands for women, men and children.

The new two-level Nordstrom store features a compelling selection of clothing, accessories, shoes and cosmetics. Customers can shop from emerging designers such as Alice + Olivia, Elizabeth and James, Halston Heritage, Milly and Vince. To complement this offering, the store also offers Alexander McQueen, Burberry, Marc Jacobs, and Michael Kors handbags, as well as footwear from Giuseppe Zanotti, Jimmy Choo, Jonathan Kelsey, Tod's and Valentino.

Nordstrom at Fashion Island 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 Stylist -- a complimentary wardrobe and shopping service. The store will also feature two food offerings: a Cafe Bistro and an espresso bar.

Opening day started at 8:00 a.m. with Nordstrom hosting a 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 cheering employees lined the aisles and enthusiastically welcomed customers through the doors.

On Wednesday night, over 1,700 guests attended a sold-out gala hosted by Nordstrom. The event raised more than \$170,000 for Orangewood Children's Foundation and University of California, Irvine Medical Center.

Nordstrom opened its first store in Orange County at South Coast Plaza in 1978. "We're thrilled to offer our Orange County customers an additional location to shop and hope our new Fashion Island store compliments our South Coast Plaza store offering," said Nordstrom Fashion Island store manager Rebecca Adkinson. "Fashion Island is a great destination center that we have wanted to join for a long time."

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 191 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 114 full-line stores, 74 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.

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