NORDSTROM

Nordstrom and Peek...Aren't You Curious Team Up:

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Nordstrom Invests in Kidswear Company, Becomes Exclusive Retailer

SEATTLE, Dec. 22, 2010 /PRNewswire via COMTEX/ --

Peek...Aren't You Curious and Nordstrom (NYSE: JWN) announced today a partnership to begin offering Peek merchandise in Nordstrom stores and on nordstrom.com. Nordstrom will be the exclusive retailer for Peek merchandise outside of Peek's six stand-alone stores and online at peekkids.com. By investing in the company, Nordstrom also becomes a minority shareholder in Peek, a company that designs, makes and sells children's apparel, gifts and other treasures.

Nordstrom expects Peek merchandise will become a major part of its core kidswear offering in all Nordstrom stores' kids departments and online. Nordstrom will first introduce Peek merchandise in 18 Nordstrom full-line stores and on nordstrom.com beginning February 2011, with the intention of rolling out Peek merchandise to more stores over time. Initially, eight stores will also feature unique Peek-inspired shop-in-shops located inside the Kids department.

"Tina Canales and Peek have put together one of the most exciting kids labels we've seen in a long time," said Pete Nordstrom, president of merchandising for Nordstrom, Inc. "Tina and her team have a real knack for connecting kids and parents alike to great quality fashion in a playful and savvy way. We love their creative talent and believe in the concept both as a stand-alone store and as an important vendor in our kidswear mix."

Peek focuses on offering high-quality children's apparel and a shopping experience that allows all ages to connect with the joy of childhood. The clothing shows the same consideration and quality that adults demand in their own wardrobe, with thoughtful details, luxurious materials, and interesting finishing work that elevates it to something kids can love.

"We are excited and honored to be working with Nordstrom," said Tina Canales, a mother of three and co-founder of Peek...Aren't You Curious. "It did not take us long to discover that the Peek and Nordstrom customers are often one and the same, and that they appreciate the values both companies share -- a commitment to offering hip, quality clothes at an accessible price and a genuine focus on customer service. We are really looking forward to dressing more kids."

"Tina and I worked together for about 10 years, and she is an extraordinary merchant with a sharp creative eye, incredible attention to detail and impeccable taste," said Maureen Chiquet, Global Chief Executive Officer of Chanel and member of the Peek...Aren't You Curious Board of Directors. "Not only can Tina always pick the best products, find the right sourcing and put them together in an entirely unique way, she also has the drive and the will to make the impossible happen. When she told me about her concept for Peek, and showed me the product and store design, I was immediately seduced and wanted to be involved with the Board.

"I have also worked with Pete Nordstrom as one of our top retailers for Chanel. As an upscale yet friendly and service-driven store, Nordstrom fits perfectly with the Peek concept. Both Nordstrom and Peek share a very similar customer -- one who cares about quality, detail, and unique, hip style."

About Peek...Aren't You Curious:

Co-founded in 2006 by Tina Canales, Peek...Aren't You Curious offers children's apparel built on the concept that childhood is a joyful experience still open to parents. From day one, the founders have kept one eye firmly focused on the intrinsic connections between parent and child. With an edited assortment of apparel, gifts and other treasures for children from three months to ten years, Peek stores allow all who enter to connect with the joy of childhood. Everything the company makes is very playful, meant to be worn day after day and easy to care for. Peek's goal is to appeal to a child's sensibility and an adult's sense of style. Peek serves customers at six stores in California, Arizona and Texas, and online at peekkids.com.

About Nordstrom:

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 204 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 115 full-line stores, 86 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.'s common stock is publicly traded on the NYSE under the symbol JWN.

Editor's Note: Peek...Aren't You Curious product images are available for download in the 'Media Kits' section of the nordstrom.com press room.

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