

NORDSTROM

Nordstrom Introduces Seamless Instagram Shopping Experience

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The retailer is the first company to launch Like2Buy platform

SEATTLE, Aug. 26, 2014 /PRNewswire/ -- Nordstrom, Inc. (NYSE: JWN) is partnering with [Curalate](#) as the first company to launch Like2Buy, a platform that will enable a more seamless shopping experience for its customers through [Instagram](#).

Like2Buy helps bridge the gap between Instagram and [Nordstrom.com](#) by allowing customers to purchase items featured on the Nordstrom Instagram page. Here's how it works: When a customer sees a photo posted on Nordstrom's Instagram feed that they're interested in purchasing or learning more about, they simply click on the Nordstrom profile name and then click the link on the Nordstrom profile page. Next, they will see a gallery of all the featured products and can select an item and go directly to Nordstrom.com to complete their purchase. Customers can also use the "My Likes" function in the gallery to curate items they love for future inspiration or to purchase at another time.

"We continue to hear from many of our customers that they want speed and convenience incorporated into all the places they shop – including our social platforms," said Bryan Galipeau, social media director at Nordstrom. "We connect with more than 500,000 customers on Instagram by posting items we hope they find inspirational, beautiful and fun. Like2Buy enhances the experience for customers who want to take the next step and learn more about the great fashion we're featuring, to make a purchase or save items for another time."

"Instagram's high engagement rates make it a powerful platform for branding and commerce. With Like2Buy, Curalate is making it easy for Nordstrom to leverage Instagram in a way that provides Nordstrom's customers even easier access to the products they want," said Apu Gupta, CEO and co-founder of Curalate.

About Nordstrom

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 270 stores in 36 states, including 116 full-line stores, 151 Nordstrom Racks, two [Jeffrey](#) boutiques, and one clearance store. Nordstrom also serves customers through [Nordstrom.com](#), the newly developed e-commerce site [Nordstromrack.com](#), and its online private sale site, [Hautelook](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Curalate

Curalate is the most comprehensive platform for marketing with images. Over 450 of the world's most loved brands, including Gap, Neiman Marcus, Campbell's, Swarovski, Sephora, Better Homes & Gardens, and Michaels, rely on Curalate's advanced image-analytics algorithms and robust marketing tools to understand visual conversations, increase fan engagement, and grow revenue across Pinterest, Instagram, Tumblr and Facebook. For more information please visit: www.curalate.com.

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