

NORDSTROM

Nordstrom Opens Doors At St. Johns Town Center In Jacksonville

October 10, 2014

New store marks the company's first Northeast Florida location

SEATTLE, Oct. 10, 2014 /PRNewswire/ -- Leading fashion specialty retailer Nordstrom, Inc. (NYSE: JWN) opened the doors to its first store in Northeast Florida today, located at St. Johns Town Center in Jacksonville. The two-level, 124,000 square-foot store features the latest interior and exterior design concepts, a full-service restaurant and an enhanced beauty experience.

"We're thrilled to open our first full-line store at such an outstanding mall as St. Johns Town Center," said Brandy Jefferson, Nordstrom St. Johns Town Center store manager. "Our team is excited to start serving customers here in Jacksonville and we hope to give them an outstanding experience when they start shopping with us today."

The store offers customers five shoe departments, expansive cosmetics and accessories areas and a comprehensive offering of popular brands for women, men and children. Customers can shop shoes and handbags from Michael Kors, Kate Spade New York, and Stuart Weitzman, among others. The women's apparel offering features fashion from brands, including Vince, Joie, Ted Baker London, Diane Von Furstenberg, Rebecca Taylor and Alice + Olivia. Customers will find brands like NARS, MAC, Bobbi Brown, Giorgio Armani, La Mer, Chanel, and Dior, as well as brands like Jo Malone, Creed, Tom Ford fragrances and Chantecaille, which are exclusive to Nordstrom in the Jacksonville area. The store's beauty department has been designed to enable customers to shop the way they want, whether they're looking for a high-touch service experience or the opportunity to discover and experiment on their own.

Through special services such as in-store alterations and tailoring, certified shoe and bra fitters, and complimentary Personal Stylists offering shopping and styling services, Nordstrom hopes to enhance customers' shopping experience. In addition to a great selection of fashion apparel, accessories, cosmetics and shoes, Nordstrom St. Johns Town Center features the company's newest design concepts, which incorporate natural light, wood finishes, and a single-surface floor.

The store also houses two food offerings: Bazille, a full-service, bistro-style restaurant and bar, and the Ebar, which offers handcrafted coffee, smoothies and grab-and-go food options.

Opening day festivities began with a Beauty Bash hosted by Nordstrom at 8 a.m. in the parking lot just outside the store. Customers enjoyed complimentary skincare consultations, demonstrations and makeup lessons from the store's team of beauty and fragrance advisors. More than 400 employees greeted customers with cheers and applause when they first walked through the doors when the store opened at 10 a.m.

The Cathedral Arts Project, Junior League of Jacksonville and Wolfson Children's Hospital were the beneficiaries of a sold-out gala at the store earlier in the week. Nordstrom hosted and underwrote the cost of the gala for 1,400 guests and helped raise \$105,000 for the three non-profit organizations.

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 284 stores in 37 states, including 118 full-line stores in the United States and one in Canada; 162 Nordstrom Racks; two [Jeffrey](#) boutiques; and one clearance store. Nordstrom also serves customers through [Nordstrom.com](#); [Nordstromrack.com](#); online private sale site [HauteLook](#); and [Trunk Club](#), a personalized clothing service. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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