

# NORDSTROM

## Announcing The Shoes of Prey "Design Your Own Shoes" Studio at Nordstrom

November 17, 2014

### Revolutionizing Women's Hunt for the Perfect Shoe

NEW YORK, Nov. 17, 2014 /PRNewswire/ -- **Shoes of Prey** is announcing their exclusive partnership with leading fashion specialty retailer **Nordstrom** to house their *design your own shoes* studio concept in six major locations across the country. The first **Shoes of Prey Design Studio at Nordstrom** will open on **November 17<sup>th</sup>** at the retailer's **Bellevue Square** location in Bellevue, WA (which will be the brand's first US offline presence), and is set to complete the remaining concept studios by Q1 of 2015.

Shoes of Prey is a global, multi-channel retail brand that enables shoppers to design their own shoes, and is currently a multi-million dollar business. The company has been successful at identifying the demands for customization, but also believes that this current trend represents an underlying movement of behavior for customers demanding more from their shopping experiences.

Shoes of Prey CEO and Co-Founder Michael Fox states, "We are fulfilling a current demand where customers are looking to participate in the design process to get exactly what they want. Together we see customization and manufacturing on demand as the future of retail."

In partnering with Nordstrom, Shoes of Prey has an opportunity to tap into the retailer's legendary customer service and expand on giving their customers exactly what they want, when they want it. For shoppers whose size isn't in stock or the styles of the season don't suit their personal taste, the *design your own shoes* concept solves this problem and encourages women to curate a collection of shoes to suit all aspects of their life

The setting of the Shoes of Prey Design Studio aims to bring many of the fun and various components that are featured on [shoesofprey.com](http://shoesofprey.com) into the actual hands of the customer, and to empower women to design their perfect shoe so they need look no further.

Nestled against the back wall of the Nordstrom shoe floor, customers will have a comfortable space to relax and let their creative juices flow. The space will be easily identified with a towering flower sculpture (constructed out of shoes) blooming from a large central round table, and a lavishly decorated shoe-wall exhibiting some of the diverse styles and options available to the customer (over 70 trillion combinations are possible). The environment is set to excite and inspire ladies on the hunt for their perfect shoe to start designing.

Within the table are multiple iPads featuring the brand's 3-D designer, and within reach are boxes containing swatches of 170-plus materials for customers to play with and get a feel for how the different combinations and textures work together. Expert "shoe stylists" are available to guide each shoe-lover through the process so that they can create the exact combination that reflects their personal style and fashion needs. Once finalized and purchased, the designs are all hand-made and sent directly to the customer's home in less than four weeks.

"We're always looking for the best merchandise and experiences for our customers and we know there is something special about finding just the right pair of shoes," said **Scott Meden, Nordstrom EVP and GMM of Shoes**. "We're excited for our customers to experience firsthand a chance to design their own pair."

Future locations for the Shoes of Prey Design Studio at Nordstrom include: **Bellevue (WA), Paramus (NJ), Pentagon City (VA), Oakbrook (IL), Fashion Island (CA) and San Francisco Center (CA)**.

#### **About Shoes of Prey**

The company was founded in 2009 by **Michael Fox** (CEO), **Jodie Fox** (CCO) and **Mike Knapp** (CTO.) The concept was inspired from Jodie's love for shoes but her experience of never being able to find exactly what she was looking for. Concurrently, Michael and Mike were at Google and had been excited about the opportunities in online retail and thus Shoes of Prey was born. The company has specialized in flats, heels, wedges, sandals, boots and more that can't be found anywhere else - because they're designed by shoe-hunters, for shoe-hunters.

Shoes of Prey has won and been nominated for many awards, with recent prizes including:

**2014: Online Retailer of the Year, Most Innovative Online Retailer and Best Site Optimization and Design Overall Award** at the Online Retail Industry Awards

**2013: Most Innovative Online Retailer and Best Social Commerce Initiative** at the Online Retail Industry Awards; **Store Design of the Year** at the World Retail Awards; **Kogan Australian Online Retailer of the Year** at the Australian Retail Awards.

To date, more than **4 million shoes** have been designed on [shoesofprey.com](http://shoesofprey.com).

#### **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 293 stores in 38 states, including 118 full-line stores in the United States and one in Canada; 167 Nordstrom Racks; two **Jeffrey** boutiques; and one clearance store. Nordstrom also serves customers online through [Nordstrom.com](http://Nordstrom.com), [Nordstromrack.com](http://Nordstromrack.com) and private sale site [HauteLook](http://HauteLook). The company also owns Trunk Club, a personalized clothing service that takes care of customers online at [TrunkClub.com](http://TrunkClub.com) and its four showrooms. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

For our image gallery and logo click [here](#)

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