

NORDSTROM

Nordstrom Announces Treasure&Bond Donation And Brand Expansion

September 21, 2015 at 2:30 PM EDT

Also selects Boys & Girls Clubs of America as the brand's new nonprofit partner

[Multimedia Press Kit](#)

SEATTLE, Sept. 21, 2015 /PRNewswire/ -- Nordstrom is excited to announce that the company has made another donation through its give-back brand, Treasure&Bond, which supports nonprofits that work to empower youth. As the brand's second beneficiary, national organization Girls on the Run received \$254,000, which equals 2.5% of Treasure&Bond's net sales (or 5% of net profits) from February 1 through July 31, 2015.

Additionally, the brand has announced plans to expand from Women's apparel into other Nordstrom departments.

"It's been so rewarding for us to see Treasure&Bond evolve," said Mark Tritton, president of Nordstrom Product Group. "The positive feedback from our customers has enabled us to support inspiring organizations like Girls on the Run and now we're really excited to look to the future and make an even greater impact."

New Products from Treasure&Bond

Treasure&Bond's Americana-inspired collection began in the Nordstrom Women's apparel department and will now grow to also have offerings in Women's footwear, handbags, soft accessories, Men's apparel and Kid's apparel. Kid's apparel will launch in February 2016. The rest of the expanded line is available in-store and online at Nordstrom.com and will now include:

- Women's footwear, which is available now, features washed artisan staples with a 'borrowed from the boys' feel. Casual urban boots and booties take center stage, supported by distressed leather sandals and flats.
- The Men's apparel collection, also available now, will be rooted in denim (under \$100!) and surrounded by cool, laundered tees, lived in shirts, jackets and rugged sweaters.
- Treasure&Bond handbags will focus on a mix of authentic casual silhouettes with cross-body totes and satchels, while the brand's soft accessories will feature an effortless urban-cool layering authentic aesthetic. Both will be available in October.

With the addition of merchandise offerings in other Nordstrom departments, Treasure&Bond's community outreach will grow, too. Now, beneficiaries will be selected that work to empower all youth – girls, boys, young women and young men.

New Beneficiary

From August 1, 2015 through January 2016, the brand's sales will support [Boys & Girls Clubs of America](#) (BGCA). With more than 4,100 Clubs in the United States, on Native lands and on military installations at BGCA-affiliated Youth Centers around the world, Boys & Girls Clubs offer safe places for nearly 4 million kids and teens to learn, grow, and have fun while building a path to a great future. A portion of the funds will also go toward selected youth-focused nonprofit organizations in Canada.

"We're very excited to partner with Nordstrom through their Treasure&Bond brand," said Chad Royal-Pascoe, National Vice President, Corporate & Cause Partnerships for BGCA. "Together with the support of Nordstrom customers, we'll be able to bring valuable programming and resources to kids across the country, helping them to reach their full potential as productive, caring and responsible citizens."

Since its launch in summer 2014, Treasure&Bond has enabled Nordstrom to give almost \$440,000 to Girls on the Run and the brand's first nonprofit partner, Girls Inc.

Treasure&Bond is available in all Nordstrom stores and online at [Nordstrom.com](#). Product images can be found in the [Nordstrom Press Room](#).

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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 310 stores in 38 states and Canada. Customers are served at 119 Nordstrom stores in the U.S. and Canada; 183 Nordstrom Rack stores; two Jeffrey boutiques; and one clearance store. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com and HauteLook. The company also owns Trunk Club, a personalized clothing service serving customers online at TrunkClub.com and its five clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT BOYS & GIRLS CLUBS OF AMERICA

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,100 Clubs serve nearly 4 million young people through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Club programs promote academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at BGCA's Facebook and Twitter.

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