

NORDSTROM

Nordstrom Opens Doors At Mayfair In Wauwatosa

October 23, 2015

New store marks the company's first full-line store in Wisconsin

SEATTLE, Oct. 23, 2015 /PRNewswire/ -- Leading fashion specialty retailer Nordstrom, Inc. (NYSE: JWN) opened the doors to its new store at Mayfair today, its first full-line store in Wisconsin. The three-level, 140,000 square-foot store offers customers the latest fashions for women, men and children. The store also features new interior and exterior design concepts, a full-service restaurant and bar and an enhanced beauty experience.

"This is a big day for us – we're excited to be opening our first full-line store in Wisconsin," said Elena Mallios, Nordstrom Mayfair store manager. "We can't wait to start taking care of customers in the area and are going to work hard to bring them a convenient shopping experience."

Nordstrom Mayfair offers customers five shoe departments, expansive cosmetics and accessories areas, and a comprehensive offering of popular brand names for women, men and children. Customers will find shoes and handbags from Kate Spade New York, Rebecca Minkoff, UGG Australia, Stuart Weitzman, Sam Edelman, Frye, Steve Madden, Hunter and more. The women's and men's apparel offering includes fashions from Alice + Olivia, Vince, Diane von Furstenberg, Rag & Bone, Ted Baker London, Eileen Fisher, Vince Camuto, Topshop, Topman, John Varvatos, Hugo Boss, Billy Reid and many more. In the beauty department, customers can shop NARS, MAC, Bobbi Brown, Lancome, Clinique, La Mer, Tom Ford, Jo Malone London and more.

The store offers a number of services to enhance the shopping experience. These amenities include Personal Stylists – a free wardrobing and shopping service, curbside pickup, in-store alterations and tailoring and certified shoe and bra fitters. Customers can dine at Ruscello, a Mediterranean and Italian inspired full-service restaurant and bar, and enjoy handcrafted coffee drinks, fresh fruit smoothies and grab-and-go food options at the Ebar.

Nordstrom hosted an opening day Beauty Bash just outside the store's first floor mall entrance at 8 a.m. Customers learned the latest trends and tips from the top names in cosmetics and fragrances. At 10 a.m., in what has become a Nordstrom tradition, the first customers through the doors were applauded and welcomed by about 400 employees.

Earlier in the week, Nordstrom underwrote and held a sold-out opening gala and after-party for more than 2,300 guests that raised more than \$190,000 to benefit The Links, Incorporated – Cream City (WI) and Milwaukee (WI) Chapters, Ronald McDonald House Eastern Wisconsin and United Way of Greater Milwaukee & Waukesha County.

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 323 stores in 39 states and Canada. Customers are served at 121 Nordstrom stores in the United States, Canada and Puerto Rico; 194 Nordstrom Rack stores; two Jeffrey boutiques; and one clearance store. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com and [HauteLook](http://HauteLook.com). 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.

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