

NORDSTROM

Nordstrom Launches National Brand Campaign

February 8, 2016

"See Anew" celebrates spring fashion through an optimistic lens

SEATTLE, Feb. 8, 2016 /PRNewswire/ -- [Nordstrom](#) launches a national brand campaign through "[See Anew](#)," an optimistic celebration of spring fashion. The retailer's most inspirational looks for men and women are featured in a highly visual creative execution involving mirrors, floral prints and smiling models. The campaign's TV, digital, print, social, and video components will debut on February 8.

The campaign is anchored by a short film spearheaded by Nordstrom Vice President of Creative Projects, Olivia Kim in collaboration with experimental filmmakers Tell No One of Good Egg and branding agency Partners & Spade. Remi Weekes and Luke White of Tell No One conceptualized and created a life-size, kaleidoscope in which the models danced throughout with mirrors splitting and spinning, creating kinetic reflections of the garments that results in a joyful, kaleidoscopic vision of spring.

"The assignment was to inspire new and existing customers, to give them a different perspective from what they may have seen from us before," says Kim, "We took the approach of starting with the most inspirational, beautiful spring product and then partnered with an incredible team of creatives to make what we think is really compelling content. The intent was to focus on a mood—the fresh, optimistic mood that spring brings. I absolutely love that some of the models are smiling—that looks really fresh to me. I love how in the film, the fashions and the faces turn into flowers in full bloom."

The retailer's Chief Marketing Officer Brian Dennehy says, "Our hope is that the work touches a different spirit and connects with a younger customer than we have in the past." Dennehy continues, "Olivia is a non-traditional merchant and we've had success with her recent projects such as the [Pop-in@nordstrom](#) shops and the fledgling [Space](#) department. We were excited to pair Olivia's spirited take on fashion with our love for our customer and we are delighted with the results."

Of the creative brief's challenge, Partners & Spade partner Anthony Sperduti comments, "When we began to collaborate with the team at Nordstrom, there was such new thinking being brought to the table, that the idea of "See Anew" was compelling on many levels. Being able to interpret that visually and pay homage to the fashion became an incredibly fun challenge that really came to life through the clever use of mirrors, choreography and A LOT of flower petals."

Filmmakers Tell No One comment, "We loved the brief and immediately connected with Anthony of Partners & Spade. In terms of execution, it was a mixture of both scale model and digital renders. We are big testers of our ideas to help us develop before shooting, we aim to get as much in camera as possible or at least to make it feel like that. Iain from MPC is always at hand to figure out how all ideas make it into the final film."

Campaign elements

Digital Video: February-April; YouTube, Vevo, Pandora, and more

Mobile Video: Pandora, KARGO

Nordstrom.com: content experience

Nordstrom catalog: tagline and extensions

Nordstrom stores: visual display elements

Print: March issue of: Elle, Essence, GQ, Harper's Bazaar, Marie Claire, Vanity Fair.

April issues of: Elle, Esquire Big Black Book, Harper's Bazaar, Marie Claire, Vanity Fair, Vogue. (Women's publications will have a Shazam watermark driving to the Nordstrom.com experience.)

Out of Home: Creative extensions in key stations in Washington D.C. and San Francisco

Social: Sponsored posts across Nordstrom social platforms including Instagram, Facebook, Twitter and targeted programs with SnapChat and Pinterest.

TV: Feb 8th-Apr 25 in four markets: Boston, Chicago, Miami, Portland

Credits

Client: Nordstrom

Agency: Partners & Spade

Production Company: Good Egg

Directors: Tell No One of Good Egg

Executive Producers/Good Egg: Julia Reed & John Hassay

Editor: Suzy Davis/Final Cut

Post Production: Iain Murray/MPC

Post Production Producers: Hannah Ruddleston & Ryan Hancocks/MPC

Music: "Elementary Lover" by Matthew Dear

Publisher: Ghostly Songs, LLC

ECD/Partner: Anthony Sperduti

Creative Director: Griffin Creech

Art Director: Elizabeth Dilk

Account Director: Cristina Fotieo

Executive Producers: Erika Best & Andy Wilcox

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, including 121 full-line 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.

About Partners & Spade

[Partners & Spade](#) is a branding studio founded in 2008 that works across a range of disciplines including advertising, branding, retail design, and film making. Partners & Spade's unique approach allows the studio to nimbly work with corporations such as J. Crew, Whole Foods Market and Sonos as well as rising brands like Warby Parker, Shinola and Peloton.

About Tell No One of Good Egg

Tell No One are Luke White and Remi Weekes. As individuals they are writers and directors.

As Tell No One they experiment with video cameras. Intended to be a peek into their experimental process, posting their on-going ideas, inspirations and processes. Think of this as like an informal brainstorm. They also shoot promos, commercials and fashion film together.

Their work collectively have been exhibited and screened in institutions big and small, around the world. From the Guggenheim Museum, New York to the British Film Institute, London.

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Video - <https://youtu.be/sV6ITSt4jzM>

Logo - <http://photos.prnewswire.com/prnh/20001011/NORDLOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nordstrom-launches-national-brand-campaign-300216246.html>

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