

NORDSTROM

Nordstrom Opens New, Relocated Store At Ala Moana Center In Honolulu

March 11, 2016 at 2:30 PM EST

SEATTLE, March 11, 2016 /PRNewswire/ -- Leading fashion specialty retailer Nordstrom, Inc. opened the doors to its new, relocated store today at Ala Moana Center in Honolulu. The three-level, 186,000 square-foot store features new interior and exterior design concepts, a full-service restaurant and bar, cocktail lounge, new departments and an enhanced beauty shopping experience. The store is a relocation from its previous home at the other end of the mall, which opened in 2008.

"We are proud to have been a part of the community for 50 years and we owe our Hawaii customers a lot for helping us build our business," said Brian Tatsumura, Nordstrom Ala Moana Center store manager. "We want to provide locals and visitors with the best shopping experience we can and we look forward to serving them even better in our beautiful brand new store."

The store offers customers five shoe departments, expansive cosmetics and accessories areas, new At Home and Trend Accessories departments and a comprehensive offering of popular brand names for men, women and children. Customers can expect to find shoes and handbags from popular brands including Kate Spade New York, Rebecca Minkoff and Tory Burch. The women's apparel offering features fashion from designers, including Elizabeth & James, Alexander Wang, A.L.C., Rag & Bone and Frame Denim. The Madewell brand recently launched in the previous Ala Moana location and will be carried in the new store. Nordstrom is the exclusive retailer in the U.S. to carry the brand outside of Madewell stores. New beauty brands include Tom Ford Private Blend, Hourglass, Sulwhasoo, Sisley, Burberry Beauty. Celebrity make-up artist Charlotte Tilbury's namesake brand is also debuting and is only available locally at Nordstrom in Honolulu.

An expanded offering of Hawaii-based designers and brands can be found throughout the store, including Jana Lam, Tula, Workshop 28, Aloha Maui, Michal Abramovitz and Simply Sisters.

Nordstrom Ala Moana Center provides a number of services to create a more convenient shopping experience. These amenities include Personal Stylists – a complimentary wardrobe and shopping service – free Wi-Fi throughout the store, a new Service Bar with seating and a free mobile phone charging station, in-store alterations and tailor shop, certified bra and prosthesis fitters and complimentary gift boxes. The store has four food offerings: Ruscello, a full-service restaurant and bar featuring Italian and Mediterranean-inspired cuisine; Habitant, a casual lounge and bar where customers can enjoy cocktails and pupus; Gelato Bar, offering 19 flavors from an authentic Italian recipe; and Ebar, which offers customers handcrafted coffee drinks and grab-and-go food options.

Opening day kicked off at 8 a.m. with a Nordstrom Beauty Bash just outside the store's Diamond Head entrance in the Ewa Wing. Customers enjoyed an opportunity to get the inside scoop on new products and trends from the top names in cosmetics from the store's team of beauty experts. Kahu Kordell led the store blessing just before more than 600 employees welcomed the first customers through the door at 9:30 a.m.

Earlier in the week, Nordstrom underwrote and held a sold-out opening gala with more than 1,200 guests and raised more than \$120,000 for Aloha United Way. Funds are supporting Boys and Girls Club of Hawaii and Big Brothers Big Sisters Hawaii.

The new store opens on the five-year anniversary of the tsunami that struck Japan on March 11, 2011. To honor those customers and employees affected and lost in the tragedy, Nordstrom is making a donation of \$10,000 to the American Red Cross in Hawaii in support of their disaster relief efforts.

MEDIA CONTACT

Chelsey Allodi
Nordstrom, Inc.
(206) 849-2851
chelsey.allodi@nordstrom.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 326 stores in 39 states, including 121 full-line stores in the United States, Canada and Puerto Rico; 197 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.

NORDSTROM

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nordstrom-opens-new-relocated-store-at-ala-moana-center-in-honolulu-300234645.html>

SOURCE Nordstrom, Inc.