

NORDSTROM

goop And Nordstrom Launch goop-In@Nordstrom

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The Limited-Edition Retail Concept Launches in Eight Markets on May 12

SEATTLE, May 12, 2017 /CNW/ -- goop, the modern lifestyle brand founded by Gwyneth Paltrow, is partnering with [Nordstrom](#) to bring goop's coveted retail curation to [Pop-In@Nordstrom](#) in select stores across the country and online. This is the first-time goop is working with a major retailer in this capacity, and the first-time goop has a concurrent retail presence in multiple markets at once.



[goop-In@Nordstrom](#) features a mix of wellness-focused products curated by the goop team, spanning across apparel, accessories, beauty and home. Each shop is merchandised as an enclosed living space, with furniture and design by 1stDibs and custom Chinoiserie wallcoverings by Fromental.

Products include both goop's own lines of luxury skincare, wellness, apparel and fragrance, as well as hand-picked items from goop's digital shop. The buy aims to translate goop's holistic approach to wellness into a tangible experience, with products mostly fitting into one of three categories: what we put on our bodies, what we put in our bodies and how we treat our bodies. This is the first wellness-focused retail concept for both goop and Pop-In@Nordstrom.

"We love how goop has created a lively community around everything from zoodles to Zen," said Olivia Kim, Vice President of Creative Projects at Nordstrom. "They have a way of conveying wellness concepts so they are not only easy to understand, but also adopt and make a habit into a ritual. Whether it's through health, fitness, or food, or whatever is manageable through your day, integrating self-care should be easy!"

"Our pop-ups have been an incredible opportunity to really connect with our readers and shoppers across the country—this partnership with Nordstrom allows us to provide that experience on a heightened level of scale, touching new markets and shoppers in the process," said Gwyneth Paltrow, Founder and CEO, goop.

In recent months, wellness – historically one of goop's most popular verticals – has become an even bigger focus for the lifestyle brand. In March, goop launched their first wellness product extension: a collection of vitamins created in collaboration with four leading doctors. goop Wellness hit over \$100k in sales on launch day. Recently, goop announced their first-ever wellness summit, In goop Health, and a wellness-focused content partnership with Conde Nast.

Pop-In@Nordstrom is the retailer's ongoing series of themed pop-up shops developed and curated by Kim, built on the notion of discovery as a way to create energy, inspiration and disruption throughout the retailer's highest profile stores. Each shop transitions every four to six weeks in a new design to offer exclusive finds under a unique theme, introducing new brands and merchandise to keep customers coming back for a fun and compelling shopping experience in stores and online.

goop-In@Nordstrom is in the following Nordstrom store locations and online from May 12 to June 25:

- Downtown Seattle, Seattle, Wash.
- Bellevue Square, Bellevue, Wash.
- NorthPark Center, Dallas, Texas
- The Grove, Los Angeles, Calif.
- South Coast Plaza, Costa Mesa, Calif.
- Michigan Avenue, Chicago, Ill.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.

- Nordstrom.com/POP

Link to Dropbox with all imagery [HERE](#).

ABOUT GOOP

In 2008, Gwyneth Paltrow launched *goop*, her highly successful lifestyle platform dedicated to keeping its readership informed and inspired with tightly curated content and products. *goop*'s expert tastemakers advise and contribute on everything from fashion, wellness, and travel, to recipes, parenting, and cultural issues. Pioneering the contextual commerce platform, *goop* allows readers to shop with meaning. *goop* isn't simply a website or weekly newsletter, it is an indispensable resource.

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 354 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 221 Nordstrom Rack stores; two Jeffrey boutiques; and two clearance stores. 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 seven clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring "the world of" to customers. Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5. Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's national locations. Pop-In@Nordstrom partnerships have included: Alexander Wang, Aesop, Warby Parker, Nike, VANS, Opening Ceremony, Gentle Monster, Topshop/Topman, and rag & bone to name a few.

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