NORDSTROM

Nordstrom X Nike Present The Cortez Market In Los Angeles

June 14, 2017 at 3:48 PM EDT

Olivia Kim Launches Curated Sneaker Boutique at One-Day Pop-Up Market with New Limited Edition Sneaker

Multimedia Press Kit

SEATTLE, WA (June 14, 2017) – On June 17, Nordstrom and Nike will host the Cortez Market, a one-day pop-up market and shopping experience including Los Angeles' first look at the 'Nordstrom x Nike' Sneaker Boutique curated by Olivia Kim, the Vice President of Creative Projects at Nordstrom.

The 'Nordstrom x Nike' Cortez Market takes over the corner of La Cienega and Melrose Avenue from 10 a.m. to 5 p.m. and will feature a 'Nordstrom x Nike' pop-up van as well as apparel, accessory, lifestyle and décor items from a curated group of Kim's designer friends and friends of friends, including Poketo, Dr. Collectors, Hansel from Basel, Sakara, Fair Season Vintage, and jewelry by Jessica Winzelberg. A customization station, nail bar and food trucks will also be on-site for guests.

This year, Nike celebrates the 45th anniversary of the Cortez. Launched as a running shoe in 1972, the Nike Cortez has become an icon moving from the track, to the streets, on the screen and to the stage.

The 'Nordstrom x Nike' Cortez Market introduces Kim's inaugural Nike sneaker design, the Nike Cortez Premium iD by Olivia Kim, which also launches June 17 at 'Nordstrom x Nike' in select Nordstrom stores.

NIKEiD has a long history of collaborating with influential partners to serve every athlete* personally and inspire creativity in the customization of your signature Nike shoe. The Nike Cortez Premium iD by Olivia Kim is the latest partnership on NIKEiD to offer unique Nike footwear and customization services to athletes*.

The Nike Cortez Premium iD by Olivia Kim pays homage to the classic Cortez style by staying true to the O.G. features of the silhouette. Kim chose color palettes that reflect original colorways, and added her own taste of flair with the exclusive pink accent seen on the midsole. Personalization of the Nike Cortez Premium iD by Olivia Kim can be done at nike.com.

"I am so excited to launch my sneaker in LA," said Kim. "The Cortez is an iconic sneaker and a staple of LA style and youth culture. There's no better place to bring a celebration of their big anniversary and create a fun experience for customers. I've been wearing Nikes since I was a kid, and the Senorita Cortez from the late 70s was the first Cortez I remember. For the 45th Anniversary of Cortez and as a tribute to that sneaker, I wanted to reinterpret it with some original elements but flower it with a bit of 2017."

Kim partnered with Nike to develop the 'Nordstrom x Nike' sneaker boutique as a women's-only lifestyle concept that blurs the lines of fitness and fashion. Launched in Fall 2016, the concept shop has become the go-to destination for the female customer looking for the ultimate sneaker boutique for her. The concept built upon a successful partnership in April 2015 for a Pop-In@Nordstrom x Nike shop, Kim's series of pop-up shops, which focused on activewear and fitness. 'Nordstrom x Nike' is the sportswear brands' first fashion retail initiative.

'Nordstrom x Nike' integrates coveted and exclusive limited-edition Nike product introduced each month, with a curated assortment of activewear, performance and lifestyle footwear, accessories, tech and more across a high-low price range. The shop reflects the growing movement of sneakers in street style and how women are choosing to style their sneakers in everyday life.

The 'Nordstrom x Nike' Cortez Market introduces the sneaker boutique concept to customers before it enters Los Angeles permanently when the Nordstrom Century City opens its doors in its new location this Fall.

In her role, Kim focuses on creating energy, excitement, a sense of discovery and a bit of disruption through engaging and unique shopping experiences at Nordstrom, both in-stores and online. Kim's Creative Projects initiatives have established Nordstrom as a retail platform to test new partnerships, concept shops and to bring limited distribution collections to customers and introduce customers to the best up-and-coming brands and new talent.

The 'Nordstrom x Nike' sneaker boutiques are located at the Nordstrom Michigan Avenue, Chicago, Ill., Nordstrom Downtown Seattle, Wash., Nordstrom CF Toronto Eaton Centre, Toronto, Ont., and Nordstrom CF Pacific Centre, Vancouver, B.C. stores.

*If you have a body, you are an athlete.

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 NIKE

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, Nike's earnings releases and other financial information are available at http://investors.nike.com. Individuals can also visit http://news.nike.com/ and follow @Nike.

NORDSTROM CONTACT:
Brie Cross
brie.cross@nordstrom.com

NIKE CONTACT:
Grace Chang
grace.chang@nike.com