

# NORDSTROM

## Pop-In@Nordstrom Welcomes Everlane

September 21, 2017

*The Retail Concept Will Feature Everlane's Best-Selling Luxury Essentials at Affordable and Transparent Prices*

SEATTLE (September 21, 2017) – Pop-In@Nordstrom is partnering with Everlane, the online retailer known for its commitment to quality, ethically-made basics and radical transparency, to bring customers an assortment of luxury essentials. Pop-In@Nordstrom Welcomes Everlane is the online retailers first in-store retail partnership spanning all categories including denim, cashmere, shoes, leather goods, and more, and launches on September 29 in select Nordstrom stores and online.

Everlane's mission is to provide customers with well-designed, high-quality clothing and accessories at an approachable price point while simultaneously encouraging them to stay informed and educated on product origins.

Pop-In@Nordstrom Welcomes Everlane will feature some of Everlane's best-selling essentials for men and women, including their 100% Human Collection that donates \$5 from every purchase to the ACLU, their Grade-A \$100 Cashmere Collection, and their brand new, ethically-made premium Japanese denim collection – plus their cult favorite Day Heel. Designed to last, the assortment also includes a selection of timeless basics including tees, dresses, pants, backpacks and made-in-Italy shoes. Prices range from \$16 for a cotton T-shirt to \$225 for a pair of Italian leather boots.

"I really believe in Everlane's mission, and think they've become distinguished leaders in the transparent retail space," said Olivia Kim, vice president of Creative Projects for Nordstrom. "Their transparency model is forging a new path in retail by cutting out the middleman, and showing customers exactly where their products are being made and how much they really cost."

The shop design is in line with the brand's minimal aesthetic which is drawn from the company's mission of transparency, featuring clean lines and warm tones.

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 platform to test retail concepts, bring limited distribution collections to customers, and introduce them to the best up- and-coming brands and new talent.

Pop-In@Nordstrom Welcomes Everlane is available in 8 Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from September 29 to November 12:

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

### 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, rag & bone, Converse, Liberty London's Flowers of Liberty collection, curated art and housewares lifestyle brand Poketo, the U.S. debut of Hong Kong fashion collective I.T., the Italian Trade Commission, and Danish home goods brand HAY.

### ABOUT EVERLANE

Everlane launched online-only in November 2011 with the mission to provide consumers with well-designed, high-quality clothing and accessories at an approachable price point while simultaneously encouraging them to stay informed and educated on product origins. By cutting out the middleman and sharing the true cost and markup of each product, they have become distinguished leaders in the transparent retail space, and a disruptor of the luxury clothing industry. Everlane currently works with 24 factories and employs 100 people at offices in both the Mission District of San Francisco and Soho in New York City.

### CONTACT:

Anna Brown  
Nordstrom 206.303.4178