

NORDSTROM

Nordstrom Opens Store At Century City

October 3, 2017

Retailer Offers New Brands and Services to Better Serve Los Angeles Customers

SEATTLE (October 3, 2017) – Nordstrom, Inc. (NYSE: JWN) opened the doors this morning to its newest Los Angeles full-line store at Westfield Century City, a relocation from Westside Pavilion. The store offers customers an updated shopping experience, including new store design concepts and services, as well as a curated selection of popular and designer fashion brands for men, women and children. The retailer also launched [Nordstrom Local](#) today in Los Angeles, a neighborhood hub where customers can access the company's best services in a convenient, central location.

EXCLUSIVE MERCHANDISE CONCEPTS

The three-level, 154,000 square-foot Century City store offers several exclusive merchandise concepts, including two shops curated by Olivia Kim, Nordstrom vice president of creative projects: the fifth 'Nordstrom x Nike' sneaker boutique in the company, a women's-only lifestyle concept that blurs the lines of fitness and fashion, and SPACE, a boutique featuring advanced and emerging designers like Comme des Garçons, Junya Watanabe, Simone Rocha, Noir Kei Ninomiya, J.W. Anderson and Tom Wood. The store also houses the first West Coast MAC Makeup Studio dedicated to applications and lessons by licensed professionals; Bar Verde, a full-service, seasonally-focused restaurant and bar; 'Style Bar,' a drop-in area to meet with complimentary [Personal Stylists](#); 'Nordstrom to You,' a personal stylist service on wheels; as well as [Buy Online & Pick-Up In-Store](#), [Reserve & Try In-Store](#), [Curbside Pickup](#) and [Two-Hour Delivery](#) which bridge the convenience of online shopping with the personal experience of the store.

Nordstrom Century City will have the company's latest store design concept, which includes more windows to incorporate natural light and connect the shopping experience to the outside world. The retailer is also launching its extended sizing initiative in the denim department. Nordstrom asked customers' favorite brands to expand their size ranges by adding 0, 2, 14, 16 and 18 to their lines. Mannequins in varying sizes – rather than the typical size 2 – will bring the story to life to create what the retailer hopes is a more inclusive shopping experience in the denim and lingerie departments of its newest store. In addition, the customer-centric retailer is integrating all denim sizes together, side-by-side in one department rather than separating the petite and plus sizes.

"We've loved being a part of the Los Angeles community for the past 32 years and hope our new Century City location provides customers with a compelling and inspiring shopping experience," said Kandice Dolkart, Nordstrom Century City store manager. "We look forward to welcoming new and long-time customers and serving them on their terms."

BRANDS

Customers can shop a great selection of apparel brands in a range of price points such as J. Crew, Madewell, Topshop, Good American, Rag & Bone, Alice + Olivia, CO, Alexander Wang and Proenza Schouler. The store also offers three designer handbag boutiques including Loewe, Christian Louboutin and Givenchy, as well as handbags and accessories from Pop & Suki, Rebecca Minkoff, Gentle Monster and Gucci. The store's expansive Beauty department features Charlotte Tilbury, Le Labo, Tom Ford, YSL, Atelier Cologne, Chanel, and more, in addition to complimentary [Beauty Stylists](#) and a Beauty Concierge for questions and booking appointments.

OPENING EVENTS

More than 450 employees welcomed the first customers through the doors when the store officially opened at 10 a.m. Festivities kicked-off with Nordstrom x Who What Wear 'Style in The City,' a series of shoppable pop-ups celebrating LAs iconic Venice, West Hollywood, Downtown and Beverly Hills neighborhoods which came to life with informal modeling and local treats.

Opening events continue throughout the month, including 'Nordstrom Beauty x L.A.,' a weekend spotlighting beauty industry insiders, brand founders and celebrity makeup artists starting Friday, October 6; a special appearance by Good American brand founders Khloe Kardashian and Emma Grede on Saturday, October 7, and many more. Visit [nordstrom.com/cc](#) for a full list of events.

Also on the horizon: The company plans to open its tenth Nordstrom Rack location in Los Angeles at the FIGat7th shopping center downtown on October 26. Nordstrom Rack is the off-price division of Nordstrom, Inc. offering customers a wide selection of on-trend apparel, accessories and shoes at everyday savings of 30-70 percent off regular prices.

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About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 357 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 224 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.

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