

NORDSTROM

Nordstrom Give-Back Brand Treasure & Bond Introduces Home Collection

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Treasure & Bond announces largest donation to date and names WE Charity as 2018 nonprofit partner

[Multimedia Press Kit](#)

SEATTLE, Feb. 12, 2018 /PRNewswire/ -- Nordstrom announced today the launch of a Home collection as part of Treasure & Bond, the company's give-back brand that donates 2.5% of net sales to nonprofit organizations empowering youth. The home collection will feature a fresh tabletop assortment including ceramic dishware, artisanal cheese boards and textured glass pieces, as well as bedding, stylish throws and pillows, with pricing that ranges from \$45-\$199. The Treasure & Bond product assortment also features Women's apparel, footwear, handbags and accessories, in addition to Men's, Girls' and Boys' apparel.

The give-back brand closed 2017 with a \$1 million donation to YWCA USA and Canada, marking the largest gift to-date from Nordstrom through Treasure & Bond, and bringing its total donation from sales of the brand to more than \$2.4 million since 2014.

"We are thrilled to launch Treasure & Bond's first-ever home collection, which captures the brand's authentic, approachable style with classic pieces across tabletop, textiles and home décor," says Jennifer Jackson Brown, president of Nordstrom Product Group. "Treasure & Bond represents an integral part of our charitable giving strategy and we are committed to partnering with organizations like YWCA and WE Charity whose work empowers youth across North America."

The company also announced that from February 1, 2018 through January 31, 2019, Treasure & Bond will partner with [WE](#) Charity in the United States and Canada. Every Treasure & Bond purchase gives back to WE Charity's domestic program WE Schools – a free, yearlong service-learning program that provides educators and students with curriculum and educational resources that helps them gain an understanding of the root causes of pressing social issues and provides the tools necessary to take action and make an impact on those issues.

"WE Schools empowers over 11,200 schools and groups, enabling the program to reach more than 2.8 million students and 17,000 teachers" said Roxanne Joyal, CEO of ME to WE. "The partnership between Treasure & Bond and ME to WE, will empower young people to make an impact on social issues that matter most to them –sparking civic engagement and social responsibility in the next generation of young leaders."

Powered by ME to WE's 'Track Your Impact' technology, all Treasure & Bond items will feature a code allowing customers to learn how their purchase makes an impact on the life of a child in North America.

Treasure & Bond is available in Nordstrom stores and online at [Nordstrom.com](#).

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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 366 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 232 Nordstrom Rack stores; two [Jeffrey](#) boutiques; two clearance stores; seven Trunk Club clubhouses; and its Nordstrom Local service concept. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), [Hautelook](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About WE

WE is a family of organizations making doing good, doable. WE Charity empowers domestic and international change. ME to WE is a social enterprise that creates socially conscious products and experiences to help support the charity. WE Day fills stadiums around the world for the greatest celebration of social good. WE enables youth and families to better the world – supporting 2,500+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, WE's teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at [WE.org](#).

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