

# NORDSTROM

## Sleep-In@Nordstrom Featuring Casper

July 10, 2018

*The Retail Concept Will House Everything You Need for the Bedroom and Beyond*



SEATTLE (July 10, 2018) – Pop-In@Nordstrom is partnering with Casper, the global sleep company known for reinventing the mattress industry. *Sleep-In@Nordstrom featuring Casper* launches on July 13 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

For those dreaming of the perfect night's sleep, Casper offers an entire suite of outrageously comfortable products that are obsessively engineered in-house by the company's award-winning R&D team in San Francisco.

*Sleep-In@Nordstrom* will feature the original Casper mattress, the Casper Wave mattress designed with ergonomic technology, Casper's soft and supportive pillow, crisp and cool sheets, and even a dog bed made specifically for your four-legged friends. The shop will also exclusively launch the company's newest sleep offering — Casper Airy Linen Sheets, constructed with soft Belgian flax linen for a light and fluffy feel.

In addition to Casper's iconic products, *Sleep-In@Nordstrom* will feature an assortment of home and wellness essentials perfect for morning, evening and sleep curated by Olivia Kim and her team. *Sleep-In@Nordstrom* is the ultimate destination to help you rise and shine and wind-down into your bedtime routine with energizing supplements, invigorating skincare, beautiful accessories, edible wellness, dreamy pajamas and restful technology.

"Sleep and wellness is such an important part of our lives and we wanted to create a unique destination devoted to helping our customer find everything they need to achieve the best rest and relaxation possible," said Olivia Kim, Nordstrom vice president of Creative Projects.

"Pop-In@Nordstrom is all about introducing our customers to the best of what's out there, and we are excited to partner with a like-minded brand like Casper that leads with innovation and a strong customer experience."

"Casper was founded to elevate sleep as a pillar of wellness," said Neil Parikh, co-founder and COO at Casper. "In partnership with Nordstrom, we're able to bring better sleep to even more people through the Pop-In@Nordstrom innovative retail experience."

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, July 13.

*Sleep-In@Nordstrom* brands include:

- A LITTLE LOVELY COMPANY
- ACOUSTIC SHEEP
- ALEXIS SMART
- ANIMA MUNDI
- BED OF NAILS
- BODHA
- BOY SMELLS
- BRAUN CLOCKS
- CAMPO
- CHEMEX COFFEE
- COCOFLOSS
- COLD PICNIC
- COUNTER CULTURE
- DREAMPAD
- ELIZABETH W
- FELLOW COFFEE PRODUCTS
- GOODNIGHT LIGHT
- HACHETTE BOOK GROUP
- HAMICO
- HATCH BABY
- HAWKINS NEW YORK
- HOODIEPILLOW
- INTELLIGENT CHANGE
- KLOVA
- LEBON
- LEMON LILY TEA
- LES GIRL LES BOY
- LIVING LIBATIONS
- LOS POBLANOS
- MACK WELDON
- MARPAC
- MARY YOUNG
- MOOBBELI
- MOTIV
- NOODOLL
- OLAS
- PLANT APOTHECARY
- PRORASO
- PROVINCE APOTHECARY
- SHELTERED CO
- SHHOWERCAP
- SILKE LONDON
- SLEEPY JONES
- SLOANE & TATE
- SLOWDOWN STUDIO
- SMART NORA
- SUN POTION
- THE NUE CO
- THE SCHOOL OF LIFE
- THIS WORKS
- WAY OF WILL

• HABIT NEST

• MUSE

*Sleep-In@Nordstrom featuring Casper* is available in nine Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from July 13 to August 26:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- 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: Aesop, Allbirds, Alexander Wang, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London’s Flowers of Liberty collection, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

#### **ABOUT CASPER**

Casper ([casper.com](http://casper.com)) was created to re-imagine sleep from the ground up, beginning with its obsessively engineered, outrageously comfortable mattress. All of Casper’s sleep products — including its pillow, bedding, and bed frames — are developed in-house by the company’s award-winning R&D team in San Francisco. Casper was recently named one of Fast Company’s Most Innovative Companies in the World and its eponymous mattress was crowned one of TIME Magazine’s Best Inventions.

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