

NORDSTROM

Sarah Jessica Parker's SJP Collection to Launch Exclusively with Nordstrom

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New York, NY – January 24th, 2014 - Launching exclusively at Nordstrom stores and Nordstrom.com on February 28, 2014, the SJP Collection by Sarah Jessica Parker is a new collection of shoes crafted by artisans in Italy and imported handbags, reflecting Sarah Jessica's personal looks and feminine style. The line will also feature the "Manhattan" trench coat to complement the collection as a whole.

"I've taken inspiration from things in my life such as the grosgrain ribbons I tied in my hair as a girl, to the flower accents from the *Sex and the City* wardrobe, to references to classic styles from the late 70's and early 80's. I'm a firm believer in quality and timelessness and have created this collection with the hopes that women will love wearing it for years to come," said Sarah Jessica Parker, President SJP USA LLC.

As a reflection of Sarah Jessica's childhood, grosgrain ribbon detail is intricately featured on each shoe, emphasizing the feminine design of the collection. With a story behind the name of each shoe, the collection is infused with fashion influences of Sarah Jessica's life - from "Carrie", understandably so, after her acclaimed character on *Sex and the City* to "Maud", named after legendary designer Maud Frizon. Colors, as Sarah Jessica has often said are "the new neutral" and can be seen in the collection ranging from her spring favorites such as coral, mint, teal and pink, to classic colors including purple, red and navy. With a wide variety of heel heights, the collection of twenty-five shoes reinvigorates the classic single sole with a range of silhouettes that fit the styles and personalities of women of all ages.

The shoe prices range from \$195 to just under \$500. The entire shoe collection is made in Italy from high quality leathers and materials.

The SJP handbags are functional pieces but with a fun and fashionable twist. They can be carried by the everyday woman on the go and transition easily to night out. The line features versatile styles from the "New Yorker" hobo shoulder bag, the "Waverly" cross body and the "Beekman" clutch, all named after some of her favorite NYC spots. They will retail from \$245 to \$375.

The SJP "Manhattan" trench coat was created to highlight the shoe and handbag collection with its A-Line fitted silhouette and skirting design that is sure to accentuate a woman's figure. Maintaining the integrity of the collection, the trench coat incorporates the signature blush color grosgrain detail, exclusive SJP buttons, and a signature print lining. The SJP trench comes both in natural and navy and retails for \$495.

The SJP Collection is a personal endeavor for Sarah Jessica as a realization of her enduring affection for fashion as she teams up with business partner George Malkemus to launch her namesake collection exclusively at Nordstrom stores. Nordstrom, which began as a shoe retailer, is a fitting partnership for Sarah Jessica's new collection as the retail store is a staple among fashion driven consumers with the retailer's vast knowledge of the industry and what the customer wants.

"We're honored that Sarah Jessica chose to work with Nordstrom to launch the SJP Collection. It has been a true collaboration and a pleasure working together. Sarah Jessica's aesthetic and style is so inspiring to so many women, and this collection reflects her unique point of view. We can't wait for customers to see the line. There's something for every shoe lover and we think they're going to respond really well," said Scott Meden, Nordstrom EVP and GMM of Shoes.

"I thought about launching my own line for a long time," Sarah Jessica says. "It just feels like an enormous privilege to be doing it now with George and with Nordstrom."

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The SJP Collection will be available on Nordstrom.com and in the following stores:

California

Fashion Valley, San Diego
San Francisco Centre, San Francisco
Santa Anita, Arcadia
South Coast Plaza, Costa Mesa
The Grove, Los Angeles
Topanga, Canoga Park
Valley Fair, San Jose

Florida

Aventura, Aventura
International Plaza, Tampa
Village of Merrick Park, Coral Gables

Hawaii

Ala Moana, Honolulu

Illinois

Michigan Avenue, Chicago
Oakbrook Center, Oak Brook
Woodfield Shopping Center, Schaumburg

Massachusetts

Natick Mall, Natick

New Jersey

Cherry Hill, Cherry Hill
Garden State Plaza, Paramus

New York

Manhattan Pop-Up, New York
Roosevelt Field, Garden City

Oregon

Washington Square, Tigard

Tennessee

The Mall at Green Hills, Nashville

Texas

Houston Galleria, Houston
NorthPark Center, Dallas

Virginia

The Fashion Centre at Pentagon City, Arlington
Tysons Corner Center, McLean

Washington

Downtown Seattle, Seattle