

# NORDSTROM

## Gearing Up for Our Anniversary Sale

July 24, 2020



It's just about that time of year again — Nordstrom's one-of-a-kind Anniversary Sale is right around the corner. Just like most things in today's environment, this year's sale will look a little different and we'd like to give an overview of what customers can expect.

Our Anniversary Sale gives us the opportunity to deliver a one-of-a-kind experience for our loyalty customers who love the Anniversary Sale, as well as introduce new customers to Nordstrom through great product at limited-time savings. Beginning August 19, our Anniversary Sale will feature more than 10,000 brand-new arrivals in every category, on sale until August 30. The event will take place both online and in our [open stores](#).

All cardmembers can shop Early Access starting August 13, but new this year is the opportunity for some customers to shop even earlier depending on their Nordy Club Icon, Ambassador or Influencer Cardmember status. More details are available on [Nordstrom.com/Anniversary](#).

### Early Access

But customers don't have to wait until August to view the sale. Starting today, customers can preview Anniversary Sale items on [Nordstrom.com/Anniversary](#). New styles are trickling in daily through Early Access, so there's plenty of time to build a Wish List and check out faster when it's time to shop. This preview experience is replacing the traditional Nordstrom print catalog, which wasn't created this year in order to keep employees who produce it healthy.

Additionally, once the sale is in full swing from August 19-30, we'll release exclusive 'Daily Deals,' offering even bigger discounts up to 50% off on select items from brands like Herschel, AllSaints, Steve Madden, Spanx, Madewell and more.

We've also stepped up our digital services to make the shopping experience even more convenient and personal. Specific offerings include:

One obvious change this year is the date. Due to COVID – 19, this year Nordstrom moved Anniversary Sale event dates from July to August. We thought a lot about how we can best meet the needs of our customers and deliver the experience they expect. Ultimately, this decision provided more time to ensure the safety and comfort of our customers and employees and ensure we are in the best possible position to deliver the strongest event for our customers. We've also implemented [numerous safety processes](#) to help keep everyone healthy, like employee health checks, limiting people in the store, increasing cleaning and more.

- Interactive and Personalized Product Preview Digital Shopping Experience
- [In-store and virtual styling appointments](#)
- [Curated Looks from Digital Stylists](#)
- [Contactless Curbside Pickup](#)
- [Buy Online & Pick Up in Store](#)
- [Same-Day Delivery in NYC](#)
- Quick and Easy In-Store Returns
- Learn more at [Nordstrom.com/browse/services](#)

While shopping with us may look a little different right now, we're as committed to ever as making this a terrific Anniversary Sale, with great service and convenience no matter how customers choose to shop with us.

Have a Nice Sale