NORDSTROM

Nordstrom Downtown Seattle: The Ultimate Holiday Shopping Destination

November 19, 2025 at 9:50 AM PST

This holiday season, we're inviting customers to step into a world of wonder at the Nordstrom flagship in Downtown Seattle—the premier destination for festive shopping and unforgettable memories. With a reimagined Santa experience, a new and immersive multi-floor sensory activation, and a calendar packed with joyful events for all ages, customers will experience delightful surprises and fun at every turn.

Santa Lane: A Holiday Tradition, Reimagined
Santa Lane is back and better than ever. This year, the beloved tradition moves from its longtime home on the corner of 6th and Pine into the store, greeting customers with holiday spirit as they cross the transformed sky bridge on the fourth floor, now known as **Santa's Landing** .

Nestled near the kids' department, the new **Santa Lane** experience offers families a warm, convenient, and memorable visit — complete with an **expanded toy assortment** that makes it easy to shop for gifts while creating new holiday memories.

The best part —**photos with Santa will be complimentary for Nordstrom cardmembers** and $40 for non-cardmembers. Customers can book their magical moments now on the Nordstrom website.

Step into the Oh, What Funhouse!
Customers are invited to embark on a new sensory adventure at the Nordstrom Downtown Seattle Flagship this season. Upon arrival, they will step into the "Oh, What Funhouse!"—an immersive holiday experience inspired by childlike wonder and generosity.

The store will be transformed into a multi-sensory wonderland with five interactive areas, each designed to spark creativity and inspire the spirit of gift-giving. The journey begins at the Pine Street entrance, featuring a dazzling LED-lit tunnel, where customers pick up a **Gift Expert Guide** — a collectible passport leading them through each activation. Customers will continue their journey across five themed floors:

- Level 1 – Sound: Experience musical surprises with a floating piano and silver horns offering personalized gift ideas.
- Level 2 – Scent: Explore a giant sculpted nose that dispenses playful, fortune-style gift hints.
- Level 3 – Sight: Navigate funhouse mirrors and augmented reality displays for bold gift inspiration.
- Level 4 – Touch: Customers can engage with sculpted hands and digital palm readings to discover their gifting style.
- Level 5 – Taste: Sample mysterious flavors from artistic gumball machines, each revealing a special gift idea.

Guests who complete all five areas earn the distinction of Certified Gift Expert by unlocking an exclusive sixth sense, making holiday shopping a memorable celebration of imagination and giving.

Shop and Celebrate All Season Long
Holiday gift shopping at Nordstrom will be more fun and convenient than ever with a new **Holiday Gift Shop** on the first floor, featuring more than 1,000 gifts for every taste and budget, with most priced under $100 and many under $50.

Throughout the season, customers can celebrate with a calendar packed with family-friendly events: write letters to Santa in-store, indulge in holiday breakfasts with treats and activities, enjoy surprise visits from Santa and more. On **November 28**, customers are invited to kick off the festive holiday season with Santa Parades, Storytime with Mrs. Claus and a tree-lighting ceremony.

We're inviting beauty lovers to enjoy **Glam Up Days** —24 days of beauty deals, gifts with purchase, free samples and everyone's favorite Beauty Bash on **December 13**. There's even more festive fun for Nordy Club members with exclusive shopping parties throughout the season.

For more information and to RSVP for this season's festive events please visit Nordstrom Downtown Seattle Events.