NORDSTROM

Nordstrom Debuts Holiday Campaign Set to David Bowie's "Let's Dance," Turning the Living Room Into a Stage for the Season

November 3, 2026 at 1:00 PM EST



Link to View on YouTube: HERE

Link to Download Hero Film: HERE

SEATTLE, November 2, 2026 – In a season filled with lists, deadlines and the pressure to find the perfect gift, the moments that matter most are often the ones nobody planned. That's what the holidays have always been about at Nordstrom: not just what's under the tree, but the feeling of being together. To celebrate, Nordstrom is introducing "Let's Dance," a hero short film set to David Bowie's iconic track about the joy that can't be bought, only shared.

Music is at the heart of this year's holiday campaign, and the new spot sets the tone. It transports customers to their fondest holiday memories, bringing back the living room stage as the backdrop for a gathering full of music, dance and gift giving. The film begins with an unexpected performance from two siblings played by young dancers Hunter Weimann and Kinley Cunningham, who turn "Let's Dance" into a gift of their own, breaking into an unforgettable dance routine that catches everyone by surprise. One by one, the guests are pulled in, until the whole house is alive with music, laughter and movement. Creators Boman Martinez-Reid and Micky Gordon also make guest cameos in the film.

Developed in collaboration with brand transformation consultancy Invisible Dynamics, the spot makes the case that the best gifts don't always come in a box. They come from the person who picked them, and from the joy on the face of the one who receives them. The film celebrates the feeling of coming together around a song, and the unique human connection that feels personal and nostalgic, at a moment when joy matters the most.

Directed by RSA Films' Marie Schuller and choreographed by Emmy Award-winning choreographer Nina McNeely, the feel-good campaign will have viewers dancing all season long.

Bowie80 at Nordstrom

Beyond the campaign, David Bowie's influence will extend further this holiday season through Bowie80, an exclusive partnership with the Bowie estate, celebrating his enduring influence on music and fashion in honor of his 80th birthday year. Bowie80 will come to life at Nordstrom through immersive shop installations at select flagship locations and exclusive limited-edition fashion collaborations with brands including Marc Jacobs, Undercover Jun Takahashi, Paul Smith, Susan Alexandra, and more, launching in mid-November.

CAMPAIGN DETAILS

Launch: The campaign officially launches on November 2, 2026 and will run throughout the holiday season.

Where to watch: The campaign will run across TV streaming platforms including YouTube TV, Netflix, Hulu and NBC, alongside Nordstrom's Instagram and TikTok channels.

Cast: Boman Martinez-Reid, Christine McGuire, Damien Leake, Hunter Weimann, Kat Brown, Kevin Chamberlain, Kinley Cunningham, Kuoth Wiel and Micky Gordon.

Creative credits: Choreography by Nina McNeely. Directed by Marie Schuller of RSA Films. Developed in collaboration with Invisible Dynamics.

ABOUT NORDSTROM:

At Nordstrom, Inc., we strive to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our interconnected model enables us to serve customers when, where and how they want to shop – whether that's in-store at nearly 400 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites.

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