NORDSTROM

Nordstrom Rack to Open New Location in Palm Springs, California

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SEATTLE, Nov. 12, 2026 — Seattle-based fashion retailer Nordstrom, Inc. announced plans to open a new Nordstrom Rack in Palm Springs, Calif. in fall 2027.

"We look forward to being a part of the Palm Springs community and serving our customers with an amazing offering of great brands at great prices," said Gemma Lionello, president of Nordstrom Rack. "We're excited to grow our footprint in the Palm Springs market and introduce new customers to the Nordstrom experience."

Lionello added that in this location "customers will be able to take advantage of our convenient services such as online order pick up from both Nordstrom.com and NordstromRack.com, and they can make returns easily."

The 25,000-square-foot store will be located at 1785 E. Palm Canyon Drive, ideally situated at Sunrise and Highway 111.

"We're thrilled to welcome Nordstrom Rack to Palm Springs," said Tracy Conrad, operating officer of Smoke Tree Ranch. "This venerable company has a long history of exceptional quality. We look forward to the outstanding shopping experience Nordstrom Rack will offer in the city."

Nordstrom Rack is the off-price retail division of Nordstrom, Inc. and offers customers up to 70% off on-trend apparel, accessories, beauty products, home decor and shoes from many of the top brands sold at Nordstrom stores as well as core services like online order pickup for Nordstrom.com and NordstromRack.com, easy returns and alterations at select stores. Nordstrom Rack is the largest source of new customers to Nordstrom.

This new location expands the company's physical footprint and economic impact in California. It currently operates 28 Nordstrom stores and 70 Nordstrom Rack stores in the state, generating more than 11,800 jobs statewide.

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 more than 400 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites.

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