NORDSTROM

Nordstrom Rack to Open New Location in Lincoln, Nebraska

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SEATTLE, Nov. 17, 2026 —Seattle-based fashion retailer Nordstrom, Inc. announced plans to open a new Nordstrom Rack in Lincoln, Neb. in fall 2027.

"We look forward to being a part of the Lincoln 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 Lincoln 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 35,000-square-foot store will be located at SouthPointe Pavilions, a popular shopping center that includes Scheels, Trader Joe's and Von Maur. SouthPointe Pavilions is owned and managed by RED Development and is ideally located off of 27th Street and Pine Lake Road.

"Nordstrom Rack doesn't open just anywhere, and choosing Lincoln says a lot about this market," said Scott Rehorn, partner of RED Development. "We've worked hard to build the right mix at SouthPointe, and this brand fits right in. People here want great places to shop, and we're excited to give them one more reason to come out."

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 Nebraska. It currently operates one Nordstrom Rack store in the state, generating more than 30 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.

About SouthPointe Pavilions

SouthPointe Pavilions is a 548,209 square-foot, open-air lifestyle center in Lincoln, Nebraska. Located at 27th and Pine Lake Road, the shopping center offers unique shopping, entertainment and dining, combined with strolling walkways, exquisite landscaping, extensive gardens and a spacious central courtyard. Anchored by Scheels, Von Maur and Lincoln's only Trader Joe's, the center is also home to a six-screen movie theatre and more than 50 shops and upscale restaurants. The development provides a number of entertainment options, promotions and community-oriented events such as summer concerts and seasonal holiday activations, all tailored to the consumer's lifestyle. For additional information, visit SouthPointeShopping.com.

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