NORDSTROM

Nordstrom Launches Bowie80, a Celebration of Style and Music Honoring David Bowie

November 19, 2026 at 9:00 AM EST



SEATTLE, NOV. 19, 2026 – This holiday season, Nordstrom is celebrating the sounds of the season with one of the world's most influential artists, David Bowie. Nordstrom will honor David Bowie's enduring influence on music and fashion through an exclusive partnership with the Bowie estate in honor of his 80 th birthday year. Customers will be invited to visit immersive shop installations at Nordstrom flagship locations in Chicago, New York City, and Seattle to discover limited-edition product collaborations with top fashion and lifestyle brands, available only at Nordstrom, all inspired by Bowie's impact on fashion, music, art and culture.

Bowie80 at Nordstrom will feature exclusive fashion collaborations with AllSaints, Anya Hindmarch, Barbour, Good Art Hlywd, ID Supply Co, Johnstons of Elgin, Kim Shui, Marc Jacobs, Number (N)ine, Paul Smith, Susan Alexandra, UNDERCOVER, and more, each inspired by Bowie's style and music through his various eras. Customers can also shop tech, accessories, home design, and other collectibles from brands including Arctic Fox, Craighill Home, Be@rBrick,'47 Brand, Olah, Solar Eclipse, KidRobot, Rowdy Sprout, and Steiff. With product featuring song titles to album cycles, bold graphics to reimagined tour tees, the shop has something for every Bowie fan.

Visitors will be transported into the world of David Bowie the moment they step into one of the three immersive Bowie80 shop locations in Chicago, New York City, or Seattle, where they will find a multisensory experience with larger-than-life archival images of Bowie across all of eras, an homage to his most iconic song lyrics, records and albums on display, and an interactive phone booth that plays messages from David Bowie himself. In New York City, visitors can engage in an interactive tap-and-explore journey that runs along the shop walls to uncover more Bowie nostalgia. Whether customers are longtime fans, or part of a new generation discovering David Bowie for the first time, Bowie80 at Nordstrom is the perfect place this holiday season to discover unique gifts and experiences for the whole family.

David Bowie's music takes center stage this holiday season as Nordstrom has introduced "Let's Dance," a short hero film set to Bowie's iconic track about the joy and human connection that brings people together. Developed in partnership with Invisible Dynamics, directed by RSA Films' Marie Schuller, and choreographed by Emmy Award-winning choreographer Nina McNeely, the campaign transports customers to their fondest holiday memories, bringing back the living room stage as a backdrop for a holiday gathering full of music, dance, and gift giving. Click HERE to view the film and learn more about the campaign HERE.

The music continues beyond the screen, starting November 23, Nordstrom is sponsoring the "This is David Bowie" playlist on Spotify, giving customers the perfect soundtrack for all of this season's celebrations.

To view the lookbook of exclusive product collaborations visit HERE. Bowie80 shop images will be available on Thursday, November 19.

Brands featured in the Bowie80 shops at Nordstrom include:

- '47
- AllSaints
- Anya Hindmarch
- Arctic Fox & Co.
- Barbour
- Be@rBrick
- Craighill Home
- Fruition
- Golden Goose
- Good Art Hlywd
- HDS Brands
- ID Supply Co.
- Johnstons of Elgin
- Kid Robot
- Kim Shui
- Lucie Kaas
- Marc Jacobs
- Number (N)ine
- Ocean Bottle
- Olah
- Paul Smith
- Perri's
- PLEASURES
- Rowdy Sprout

- Solar Eclipse
- Steiff
- Stylophone
- Susan Alexandra
- UNDERCOVER

Bowie80 at Nordstrom is available in three Nordstrom Flagship locations and online at Nordstrom.com through January 8.

- Nordstrom NYC Flagship, New York, NY | Opening November 16, 2026
- Nordstrom Chicago Flagship, Chicago, IL | Opening November 23, 2026
- Nordstrom Seattle Flagship, Seattle, WA | Opening November 25, 2026

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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