

NORDSTROM

OH, WHAT FUN!

NORDSTROM DEBUTS “OH, WHAT FUN!” THE HOLIDAY CAMPAIGN

This Season’s Playful Campaign Stars Kyle MacLachlan, along with Atsuko Okatsuka, Caleb Hearon, and Recho Omondi



FOR IMMEDIATE RELEASE

SEATTLE, October 23, 2025 -- Nordstrom announces the launch of its playful new holiday campaign, “Oh, What Fun!” This season, Golden Globe winning actor Kyle MacLachlan stars as Nordstrom’s resident Gift Expert, inviting customers to rediscover the joy of holiday gifting.

The campaign transports viewers into a festive Nordstrom store, where the Gift Expert meets shoppers of all types – from the early bird and the last-minute shopper to the self-gifter – all on their quest to find the perfect gifts. Each encounter is filled with warmth, humor, and a dash of holiday magic.

“Some of my fondest memories are from holiday seasons spent searching for that perfect gift—wandering through festive stores, feeling the excitement in the air, and sharing in the joy of giving. Nordstrom has always been a place where those moments come alive, and I’m thrilled to be part of the ‘Oh, What Fun!’ campaign this year,” said actor Kyle

MacLachlan. "There's a special sentiment in holiday shopping at Nordstrom, where every gift feels meaningful and every visit brings back the warmth and wonder of holidays past. I hope this campaign inspires everyone to embrace the fun and nostalgia of the season as they find gifts for the people they love."

Joining Kyle MacLachlan in the campaign is a colorful cast including comedian Atsuko Okatsuka, actor and writer, Caleb Hearon, and patternmaker and podcast host, Recho Omondi, who all bring their distinct personalities to portray the most relatable characters on the hunt for gifts. Each bring a sense of levity and delight to the holiday shopping experience.

[LINK TO CAMPAIGN VIDEOS HERE](#)



Developed in collaboration with creative agency Invisible Dynamics, this season's campaign captures the genuine excitement and emotion of holiday gifting. Starting in late October, the campaign will come to life across various digital platforms including streaming TV and social media channels. To supplement the streaming commercials, Nordstrom will roll out whimsical holiday gifting content featuring the campaign's cast, which will run throughout the season across TikTok and Instagram.

The campaign is part of Nordstrom's broader holiday initiative this year to unveil the ultimate gifting destination, which includes a robust print catalog, holiday gift shops in every store featuring 1,000 must-have gifts, a jam-packed calendar of festive events, Santa appearances at every location, and more. Learn more about Holiday 2025 at Nordstrom with our press kit [HERE](#).

ABOUT NORDSTROM:

At Nordstrom, Inc., we exist 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 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites. Through it all, we remain committed to leaving the world better than we found it.

For media inquiries, contact:

Julie Ly

Director, Public Relations

Julie.Ly@nordstrom.com

Kacy Galisdorfer

Senior Public Relations Specialist

Kacy.Galisdorfer@nordstrom.com