

NORDSTROM



GIFTING MADE EASIER, MORE PERSONAL, AND MORE FUN AT NORDSTROM THIS HOLIDAY SEASON

Celebrate the Holidays with David Bowie, FAO Schwarz, Nordy, and more gifts than ever before

FOR IMMEDIATE RELEASE

SEATTLE, OCT. 12, 2026 —Nordstrom is kicking off the holiday season with a celebration of the sounds customers know by heart: the crinkle of wrapping paper, the hum of a full table, and the gasp when the perfect gift is unwrapped.

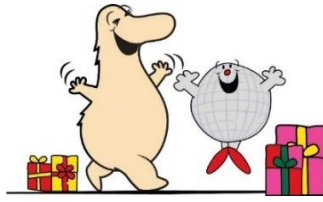
Those moments start with gifts. Nordstrom is offering more gift choices than ever, with a shopping experience that's just as convenient in store as it is online. Every store carries thousands of gifts, with expert help close at hand, festive in-store experiences, and new app features that make shopping even more seamless.

This season also brings a special partnership: Nordstrom is partnering with the estate of David Bowie to celebrate his enduring influence on fashion, with his music helping bring the sounds of the holidays to life.

MORE GIFTS THAN EVER BEFORE

The Nordstrom holiday catalog returns this year with more than a thousand must-have gifts. Curated gift guides on every page, plus picks from Nordstrom's gift experts, make it easy to find something for everyone on the list: kids with big imaginations, the crafty one, the game-night host, the world traveler, the food connoisseur, the David Bowie fan, new parents, pet parents, the trendsetter, and everyone in between.

In honor of Nordstrom's 125th anniversary, a familiar face returns to the spotlight. Nordy, the beloved character, has been reimagined and is joined by a new sidekick, Disco. Together, the pair bring holiday magic to life everywhere from the pages of the catalog to memorable in-store events.



[EXPLORE THE NORDSTROM HOLIDAY 2026 LOOKBOOK AND IMAGE GALLERIES HERE](#)

Holiday Gift Shops and Toys Around Every Corner

The joy of gift giving comes alive the moment customers step into their nearest Nordstrom store, where holiday gift shops are back with an even bigger selection. Whether shopping in store or online, customers can discover thousands of gifts at every price point, from ornaments and stocking stuffers to exclusive beauty sets, standout accessories, pantry items, and tech gear, plus cozy favorites like cashmere, slippers, and pajamas.

Nordstrom is taking toys to the next level this year with a new partnership with FAO Schwarz, the world's most famous toy store. Customers can shop the selection through FAO Schwarz's second Manhattan location inside the Nordstrom NYC Flagship, at new jewel box locations in Aventura, Bellevue, Brea Mall, Fashion Valley, Garden State Plaza, NorthPark, Oakbrook, and South Coast Plaza, online, or through a special curation in every Nordstrom store. Alongside must-have brands like Jellycat, Lego, Barbie, Hot Wheels, and more, Nordstrom has toys for every kid on the list.

Bowie80

Coinciding with the holiday season, Nordstrom is celebrating David Bowie's enduring influence on music and fashion with an exclusive partnership in honor of his 80th birthday year. Bowie80 will come to life through immersive shops at Nordstrom's Chicago, NYC, and Seattle flagship locations and on Nordstrom.com, featuring exclusive and limited-edition collections from AllSaints, Barbour, Marc Jacobs, Paul Smith, Susan Alexandra, Undercover Jun Takahashi and more. Bowie80 will be available starting in November.

The iconic sounds of David Bowie will also play a starring role in Nordstrom's Holiday campaign this year. Set to the sound of Bowie's iconic hit, "Let's Dance," this season's streaming TV campaign will transport customers to their fondest holiday memories, bringing back the living room stage as the backdrop for a holiday gathering full of music, dance, and gift giving.

[VIEW THE HOLIDAY CAMPAIGN HERE](#)

A Gift that Gives Back

Since 2010, Nordstrom has partnered with Shoes That Fit, a national non-profit organization that provides brand-new athletic shoes to children in need, helping them show up, play, and learn with confidence. Together with its customers, Nordstrom has raised more than \$10 million and helped provide over 500,000 pairs. This year, Nordstrom

aims to raise another \$1.7 million – and customers can help reach that goal by purchasing a holiday edition Nordy pin, with net proceeds benefiting Shoes That Fit. A feel-good gift that gives back and a perfect stocking stuffer, the enamel pins will be available in all Nordstrom stores starting November 1.



MORE REASONS TO VISIT NORDSTROM

An Enhanced App Experience

Just in time for the holidays, Nordstrom is launching new app features that make shopping in store and online easier and more personal.

The new In Store mode makes shopping more seamless. An interactive map helps customers find what they're looking for, from departments to holiday gift shops – while a single scan speeds up order pickup, checkout and returns, now with a one-tap payment using a Nordstrom card. Nordy Club members also get easy access to their Notes and benefits, helping them make the most of every trip.

Customers can start shopping from home with the new AI-powered Request a Look feature, answering a few quick prompts to instantly receive personalized recommendations. For one-on-one help, they can connect with a stylist through the app to review and refine their looks for a complete digital styling experience.

Gifting is also easier with the app's new Gift Edit feature, which brings the catalog to life with expert commentary behind top gifts. Improved gift filters, including delivery speed, help ensure gifts arrive on time for the holidays. Nordy Club members get free one-to-two-day shipping, and in-store pickup is faster than ever with a four-hour pickup window.

For last-minute gifting and glam needs, Nordstrom will offer same day beauty delivery in more than 15 markets including Los Angeles, New York, Chicago, San Francisco, Miami, and more, starting this month.

Festive Experiences

Coming to Nordstrom is a holiday tradition for the whole family. Customers of all ages can make memories at one of many festive events this season, like Nordstrom's Holiday Breakfasts with a delightful holiday menu and special appearances from Santa and Nordy.

Santa returns to all Nordstrom stores this year, where families can take photos — free for Nordstrom cardmembers. [Nordy Club](#) members have even more to celebrate with a jam-packed schedule of holiday events, plus special deals and surprises. There's something for everyone, from holiday Glam-Up Days to Beauty Bashes. Find events near you at [Nordstrom.com/festiveexperience](https://www.nordstrom.com/festiveexperience).

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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