

# NORDSTROM

## THE SONO COLLECTION BEAUTY DEPARTMENT FACT SHEET

### OPENING DATE:

October 11, 2019

### FUN FACTS:

Nordstrom the SoNo Collection will open with:

- 6,300 lipsticks in more than 130+ shades
- 1700 tubes of mascara in 100+ different types
- More than 100+ beauty brands!

### NORDSTROM BEAUTY HAVEN:

Nordstrom the SoNo Collection will feature the company's newest beauty offering: the Nordstrom Beauty Haven. This section of the beauty department will highlight wellness, haircare and beauty tools with top trending brands and services that pamper customers from head-to-toe – whether they have 30-minutes or three hours. Services include:

- **Anastasia Beverly Hills Brow Suite:** A boutique brow experience with experts trained to reshape and sculpt using the Anastasia method.
- **Base Coat Nail Salon:** Featuring manicures and pedicures using plant-based and mostly chemical-free products.
- **Light Salon:** This light bar service brings convenient and effective five to sixty-minute facial treatments ranging from spot treatments to peels using the latest LED technology.

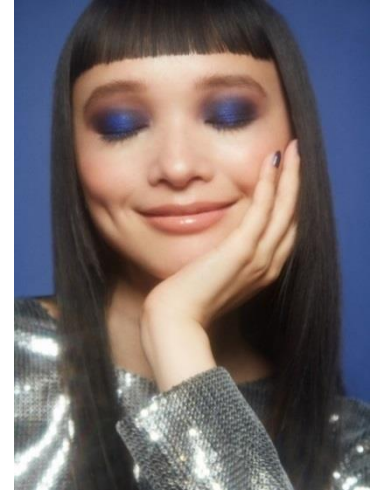
### BEAUTY CONCEPT:

Nordstrom the SoNo Collection will showcase the company's latest beauty concept. Based on customer feedback, we've updated the look and feel of the department by removing barriers and making it easier than ever for customers to shop, explore and play on their own. The Beauty department will feature:

- **Beauty Concierge:** Anything the customer wants in Beauty, the concierge will work to find for them in addition to answering questions. Depending on the needs of the customer, the concierge can also introduce them to a Beauty Stylist or salesperson.
- **Beauty Stylists:** Nordstrom Beauty Stylists will offer expert advice and guide customers to help them find the perfect makeup, skincare and fragrance products across all brands and counters.
- **Now Trending:** This area highlights hot trends of the moment and will change regularly.
- **Mini Must Haves:** We've worked with our brands to create small versions of select products, but larger than a sample size, to highlight new trends, best-sellers or other noteworthy products. These minis allow customers to try something new without committing to the large, three-to-six month, versions. These products change often.

### BEAUTY BOUTIQUES:

- Atelier Cologne
- Chanel
- Diptyque
- Jo Malone
- Kiehl's



**FEATURED  
BRANDS:**

Arcona\*  
Charlotte Tilbury  
Herbivore\*  
Indie Lee\*

Kopari\*  
Lancome  
La Mer  
Mac

Sisley  
Sulwhasoo  
Tom Ford Beauty  
YSL

\*Natural Beauty Brands

**OPENING DAY  
BEAUTY BASH:**

Grab a friend and come early Opening Day (October 11) to our always fun, always fashionable Beauty Bash – our Opening Day Beauty Party. Starting at 8am outside our mall entrance – enjoy coffee and breakfast bites, sample new products, learn about fall’s latest beauty trends and have your makeup done – all before your new store opens at 10am. Want a cute beauty tote? Just be one of the first 1,000 customers to receive a beauty consultation, and it’s all yours!

**MORE INFO:**

Nordstrom the SoNo Collection will offer customers an immersive and guided beauty shopping experience, designed to make shopping fun, easy and convenient. We know customers want a convenient experience that allows them to shop when, where and how they choose. We strive to offer customers an inviting department that gives them as much or as little assistance as they need, enabling them to control their own in-store experience.