

NORDSTROM LAUNCHES A LIMITED TIME POP-UP SHOP WITH CASABLANCA

NEW YORK, NY – May 11th, 2023 – Nordstrom is pleased to announce the launch of Casablanca@Nordstrom, a limited time pop-up shop featuring an exclusive capsule centered around modern tennis-inspired athleisure.

Casablanca's sportswear inspired silhouettes are a fusion between luxe and leisurewear, a perfect equilibrium of comfort and elegance. The shop includes pieces for men and women across ready-to-wear, accessories, jewelry, eyewear, hats, and more. This uniquely crafted collection offers a diverse and complete range including apres sport tracksuits, engineered knitwear pieces and on-court sport looks. As part of the launch there will be a special collaboration with MAD Paris including a Contax G2 camera and a debut Casablanca tennis racquet complete with a specially designed case featuring the brands signature perforated leather and color block branding. Products in the shop range from \$40 USD - \$8,240 USD.

The pop-up build will incorporate elements from the collection that were inspired by the combination of the refined codes of tennis and classic architecture. The colors featured throughout the shop are purposefully concise to create a unified palette throughout the collection, with the focus on primary colors offset by tennis whites to create a sport focus color story.

"The Casablanca Tennis Club has always been an integral part of the brands DNA from the very beginning, and I am excited to partner with Nordstrom to introduce a more extensive tennis story with this special collection," says Charaf Tajer, Creative Director at Casablanca.

"Charaf Tajer's vision for Casablanca has always been a feast for the eyes," says Jian Deleon, Men's Fashion Director at Nordstrom. "He has a natural penchant for vibrant prints and rich color stories that really flesh out the world he's been building over the past few seasons. The opportunity to bring that to our customers is exciting, especially when filtered through the lens of tennis. I'm a fan of how he subverts and reinterprets resort and leisurewear with his signature sense of irreverence."

The Casablanca exclusive capsule is available online starting May 11th through the beginning of July on Nordstrom.com, as well as 9 Nordstrom stores, including Nordstrom Downtown Seattle (Seattle, WA), South Coast Plaza (Costa Mesa, CA), Nordstrom Topanga (Los Angeles, CA), Nordstrom Tysons Corner (McLean, VA), Nordstrom Valley Fair (San Jose, CA), Nordstrom Houston Galleria (Houston, TX), Nordstrom Green Hills (Nashville, TN) with the full experience on view at Nordstrom NYC Flagship and the Nordstrom Men's Store (New York, NY).

ABOUT NORDSTROM: Nordstrom, Inc. (NYSE: JWN) exists to help 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 they make. This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them 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 their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.

ABOUT CASABLANCA: Casablanca is a contemporary luxury fashion house dedicated to protecting and promoting a holistic approach to design and craftsmanship. By collaborating with artisans the world over, in a bid to redefine notions of beauty for a new generation, Casablanca’s uncompromising dedication towards optimism and design excellence has led the Parisian house to be carried in over 300 of the world’s most prestigious stores and boutiques. Since launching in 2018, Casablanca has shown seven collections with La Federation de le Mode’s Paris Fashion Week, has been and won the highly coveted LVMH prize, as well as a listed finalist for both the International Woolmark Prize and ANDAM Fashion Award. In 2022, Casablanca’s Creative Director Charaf Tajer was included within the influential BOF 500 global community.