

NORDSTROM

NORDSTROM NYC UNVEILS BODE AT THE CORNER

The limited-time shop is the first in a new series of pop-ups coming to the corner of 57th and Broadway

NEW YORK (March 4, 2024) – Nordstrom is pleased to announce the launch of Bode at The Corner, a newly minted limited-time shop highlighting craftsmanship and artistry from the American luxury brand. The shop marks the launch of a new ongoing series of pop-ups and brand takeovers coming to the Nordstrom NYC Flagship in a dedicated space on *The Corner* of 57th and Broadway.

“We are excited to launch The Corner at Nordstrom with Bode and bring Emily’s vision of American luxury to life in an immersive way,” says Olivia Kim, SVP of Creative Merchandising. “The Corner offers the opportunity for partner brands to express their point of view authentically and holistically design the space as if it was their own. Nordstrom has been a longstanding supporter of Bode and we look forward to showcasing this special curation and highlighting the brand to our customers in a new way.”

“The space was designed in partnership with Green River Project LLC—it maintains the warmth and intimacy of other Bode spaces but also nods to the urbane sophistication of The Corner at Nordstrom and the surrounding neighborhood,” says Emily Adams Bode Aujla, designer and founder of Bode.

Bode at The Corner invites visitors to step into a world of slow luxury where the hand is evident in every intricate detail. The space offers an immersive retail experience featuring men's and women's ready-to-wear, one-of-a-kind garments made from antique textiles, and hand-illustrated pieces rooted in American craft traditions. Prices range from \$198 - \$2,200.

“Through this partnership, we hope to give Nordstrom’s customers a taste of each of Bode’s core elements: our Senior Corduroy and one-of-a-kind programs alongside pieces from our current collection, The Crane Estate,” says Bode Aujla. “We want to establish a new definition of luxury for our customers, to emphasize the value of craft, historicity, and hand-making. Presenting our clothing in its intended environment—one designed to evoke the domestic space, and a space not within the confines of a specific era—allows us to make the strongest argument for our vision of Bode. In addition, partnering with a historic American department store- a historic family business- allows us to situate that vision in the landscape of American luxury.”

Bode at The Corner will be open at Nordstrom NYC through April 7 with Bode available to shop anytime online at [Nordstrom.com](https://www.nordstrom.com).

ABOUT NORDSTROM

At Nordstrom, Inc. (NYSE: JWN), 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](https://www.nordstrom.com) and [Rack](https://www.nordstromrack.com) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

ABOUT BODE

Bode is an American luxury brand founded in 2016 by Emily Adams Bode Aujla. The brand began with a collection of one-of-a-kind garments composed entirely of antique domestic textiles, including 1890s homespun linens and sheets, 1930s printed feedsacks, midcentury embroidered tablecloths, and quilts from the 1840s-1970s. Since then, Bode has developed full menswear and womenswear collections, which are characterized by the development of high-level historical reproductions as a means of preserving handcraft techniques.

Bode collections are driven by the exploration of personal narratives with an emphasis on the domestic space. The FW23 and SS24 collections examine Bode Aujla's maternal family and the formative summer of 1976, which Emily's mother spent working for an eccentric, 90-year-old woman in her sprawling residence, the Crane Estate. It was a period of self-discovery, the moment before adult life begins and college identity fades.

In exploring these narratives, the brand aims to raise awareness and appreciation for the traditions of making that define our collective heritage, and to encourage others to examine their own cultural histories. Through the study and conservation of historical textiles, ephemera, and objects, we are able to distill artifacts that might otherwise be lost or forgotten.

Bode has been recognized with numerous awards, including the following: 2022 and 2021 CFDA Menswear Designer of the Year, 2020 Woolmark Prize: Karl Lagerfeld Award, 2019 LVMH Prize Finalist, 2019 CFDA Emerging Designer of the Year, 2019 Business of Fashion 500, 2019 GQ's Breakthrough Designer of The Year, and Forbes 30 Under 30.

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