

POP-IN@NORDSTROM new beauty

POP-IN@NORDSTROM NEW BEAUTY

WHAT

Pop-In@Nordstrom will launch its New Beauty concept shop on Friday, August 7 in select Nordstrom stores across the U.S. and Canada and on [Nordstrom.com/pop](https://www.nordstrom.com/pop) ([Nordstrom.ca/pop](https://www.nordstrom.ca/pop)).

Centered on self-expression, self-care, saturated colors and subtle glow, Pop-In@Nordstrom New Beauty features the best of what's next. From sustainable skin care and CBD to supplements, tools and major makeup moments, the future is looking very bright.

Featuring antioxidant and vitamin-rich serums from brands such as Botnia, The Glow, Dewyer and Supernal as well as anti-aging, hydrating and brightening face masks from Snow Fox, Golde and Fifth & Root, Pop-In@Nordstrom New Beauty is a one-stop-shop for all facial care needs.

Looking to add some fresh, dewy color to your makeup routine? The assortment includes a selection of color from brands such as Ohii, NCLA Beauty and the world's first freckle cosmetic by Freck Beauty.

For a nourishing finish, the shop also features handcrafted and plant-based body care by African beauty brand 54 Thrones as well as Plant People's CBD Body Lotion.

A Note on Diversity

We are committed to improving the diversity of the brands we partner with across all parts of our business. We believe there should be more Black-owned and designed brands, along with those created by other people of color, and we need to prioritize finding ways to support and partner with them. We're proud that 33 out of the 78 brands available at Pop-In@Nordstrom New Beauty are founded by people of color. Additionally, the majority of brands featured in the shop are female founded.

[HERE](#) is a link to the full product assortment.

[HERE](#) is a link to hi-res product and editorial imagery.

WHEN

Friday, August 7 through Sunday, November 1

WHO

Brands include but are not limited to:

- 54 THRONES
- 8 FACES
- ACT + ACRE
- ALLEYOOP
- APOTHECANNA
- AXIOLOGY
- BAE0 BABY
- BAKED BEAUTY CO
- BENEATH YOUR MASK
- BOTNIA
- CIRQUE COLORS
- CODE OF HARMONY
- COOLULI
- DAZEY
- DEHIYA
- DEWYER SKIN CARE

POP-IN@NORDSTROM
new
beauty

- DRIFTER ORGANICS
- EBI POSTPARTUM
- ETERNO
- FAT AND THE MOON
- FIFTH ROOT
- FLUIDE
- FRECK BEAUTY
- GOLDE TURMERIC WELLNESS
- GO-TO SKINCARE
- GRACE & STELLA
- HAOMA EARTH
- HERBAN ESSENTIALS
- HETIME
- HOLIFROG
- HOMEBODY
- HONEST HAZEL
- HURON
- INNBEAUTY PROJECT
- JAO
- LABRUNA SKINCARE
- LADY SUITE
- LAPCOS
- LARKLY SUNCARE
- LAVIDO
- LEMONHEAD.LA
- LIVING LIBATIONS
- LUV SCRUB
- LXMI
- MEGABABE
- NCLA BEAUTY
- NEIGHBOURHOOD BOTANICALS
- ODE TO SELF SKINCARE
- OHII
- PEAK & VALLEY
- PLANT MAKEUP
- PLANT PEOPLE
- POKE-A-DOT
- PROVINCE APOTHECARY
- RAEL
- RAINBO
- RISEWELL
- RITUAL
- ROSEN SKINCARE
- SALT BY HENDRIX
- SDARA SKINCARE
- SILKE LONDON
- SISTERS BODY
- SNOW FOX
- SOLARIS LABS NY
- SUPERNAL
- TAYLOR & TESS CBD
- TENOVERTEN
- THE GLOW
- THERAGUN
- TOPICALS
- TWEEXY
- UNDEFINED BEAUTY
- VERB
- WHOLY DOSE

WHERE

Pop-In@Nordstrom New Beauty is available in 9 Nordstrom locations and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop):

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, ONT
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- New York Flagship, New York, NY
- NorthPark Center, Dallas, TX
- South Coast Plaza, Costa Mesa, CA

MEDIA CONTACTS:

POP-IN@NORDSTROM
new
beauty

Nordstrom

Anna Brown
425.260.2551

Anna.Brown@Nordstrom.com

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and batch of new, often exclusive merchandise. Pop-In takes two forms: a shop curated around a theme featuring brands across different product categories (fashion, beauty, lifestyle, home/garden, sports/outdoors, etc.), or a partnership with a single brand to bring “the world of” to customers.

Pop-In@Nordstrom was built on a monthly rotation to keep customers coming back to discover new brands, new merchandise and create a fun and compelling experience in stores and online. Each shop features a mix of hand-picked merchandise spanning the high/low price range, with price points often starting at \$5.

Pop-In@Nordstrom was the first initiative from the Nordstrom Creative Projects team, under the direction of Olivia Kim (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer’s national locations.

Pop-In@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Eileen Fisher, Everlane, Gentle Monster, goop, Hanes, Hatch, HAY, Liberty London’s Flowers of Liberty collection, Maisonette, MCM, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

###