



As part of its continued evolution to offer the best possible service to customers, Nordstrom, Inc. relaunched its customer loyalty program, **The Nordy Club in 2018**. The Nordy Club combines the traditional point system with enhanced services, experiences and faster rewards and status advancement.

STATUS LEVELS:

Customers can enroll in The Nordy Club through the [Nordstrom.com website](http://Nordstrom.com). Once a Member, card and non-cardholders can unlock statuses and access new services and experiences:

Member (\$0 - \$499)	Influencer (\$500+)	Ambassador (\$5,000+)	Icon (invite only)
<ul style="list-style-type: none"> • First to shop new brand launches • Access to lifestyle workshops • Free basic alterations 	<ul style="list-style-type: none"> • Member benefits plus: • Three personal bonus double points day • Priority access to style events 	<ul style="list-style-type: none"> • Member benefits plus: • Four personal double bonus points day • Access to invite-only events • Nordstrom to You in-home styling appointments 	<ul style="list-style-type: none"> • Member benefits plus: • Five personal double bonus points day • Unlimited free alterations • Complimentary spa and dining experiences • Access to Nordstrom after-hours • Invites to Icon-only events • Dedicated Icon customer care team • Nordstrom to You in-home styling appointments

DIGITAL FIRST:

Centralized app and online dashboard help Members see and use Notes in real-time

- With The Nordy Club, customers will be able to see and use rewards in real time and redeem points faster– in increments of \$5, \$10, \$15 and \$20 Notes.
- An integrated, all-encompassing dashboard will be available on the Nordstrom and Nordstrom Rack apps and websites to allow customers to easily interact with the program – knowing their status, points balance and spend to next level as well as schedule their personal double bonus points day.

CARDMEMBERS:

Nordstrom credit card unlocks additional benefits

- Early access to shop the Nordstrom Anniversary Sale.
- All Nordstrom cardmembers receive a \$100 alteration credit annually –which increases by \$100 each time they advance in status. Icons have unlimited alterations credits.
- Customers using their Nordstrom Visa card anywhere Visa is accepted, will earn one point per dollar. They will earn two or three points per dollar for Nordstrom purchases based on status, see [terms and conditions](#) for more information.
- Customers can apply for a Nordstrom credit card on the [Nordstrom.com website](http://Nordstrom.com)