



### About Pop-In for Gifts @Nordstrom

**WHAT:** Nordstrom is making gifting easy with Pop-In for Gifts @Nordstrom, a curated offering of the best gifts for moms, dads, grads and everyone you love, all in one place.

**WHEN:** Pop-In for Gifts @Nordstrom launches Friday, April 15 and will be available through June 19.

**CATEGORIES:** Pop-In for Gifts @Nordstrom features an assortment of gifts spanning across apparel, beauty, wellness, home, tech, travel, recreation, outdoor, kids and giftwrap. Pop-In for Gifts @Nordstrom gives customers a well-rounded shop where they can find unique gifts for every type of person in their lives. Whether you need to gift the adventurer or traveler, the minimalist or trendsetter, Pop-In for Gifts @Nordstrom is a one stop shop for gifts for everyone – including yourself.

**BRANDS INCLUDED IN THE SHOP:** Pop-In for Gifts @Nordstrom will feature items from the below brands:

- all the babies
- Apollo Neuro
- Ashkahn
- Aya Paper Co
- AZIO Corporation
- BABOON TO THE MOON
- Barnacle Foods
- Bath Diamond
- Brooklyn Brew Shop
- Bursera
- Chronicle Books
- Clever Idiots
- Courant
- Dreams Gifts
- Egg Press
- ENO Hammocks
- Good Side
- Handstand Kitchen
- Hello!Lucky
- Igloo
- Kexi
- Kinfield
- Knot & Bow
- KOA

- Kroma Wellness
- Le Puzz
- Lyric
- Made By Humans
- MCPMU
- MEATER
- Meri Meri
- Midnight Paloma
- Nelson Line
- Nomatic Co.
- Omsom
- Opinel
- Pipsticks
- Que
- Quip
- Recess Pickleball
- Retrospec
- Rex Design
- Seaesta Surf
- She's Birdie
- Soaq
- Solo Stove
- Sunday Monday
- Symbodi
- The Get Out
- The Good Twin
- Thousand
- TUSHY
- TWEMCO
- Violet Clair
- well Kept
- Woods
- WTHN
- Yellow Owl Workshop

**WHERE:** Pop-In for Gifts @Nordstrom is available at [Nordstrom.com/Pop](https://www.nordstrom.com/Pop) and the following Pop-In and locations:

- 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

- Valley Fair, San Jose, CA

**LINK TO SHOP:** [Nordstrom.com/pop](http://Nordstrom.com/pop)

**LINK TO IMAGERY:**

<https://www.dropbox.com/sh/gi0avk2j9llbro6/AAAuEQnN7rMk3aZHqEMenxIva?dl=0>

**ABOUT POP-IN@NORDSTROM:**

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transition every four to six weeks to offer a new shopping experience and a 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 and Home). 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, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London’s Flowers of Liberty collection, 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, Warby Parker, Disney, Levi’s, Marimekko and Smiley.