

NORDSTROM *celebrates*
HELLO KITTY
50th Anniversary

Discover the world of Hello Kitty and her closest friends with this limited-time shop

NEW YORK (June 27) – Celebrate Hello Kitty’s 50th anniversary with the launch of Nordstrom’s latest pop-up shop. Step into her world and discover a wonderland of exclusive collaborations featuring Hello Kitty and her closest friends. In addition to exclusive collaborations, the shop features women’s and men’s apparel, accessories, home and entertainment, beauty, plush and toys, and pantry items, all inspired by the global icon.

“We are excited to partner with Sanrio to celebrate Hello Kitty’s milestone anniversary with this special shop and bring her world to life through immersive in-store and online experiences”, says Olivia Kim, SVP of Creative Merchandising. “Hello Kitty has been a beloved pop culture icon for the last 50 years, and we look forward to offering our customers a unique and nostalgic product assortment across categories to celebrate this momentous occasion.”

“A powerful symbol of friendship, kindness, and inclusivity for the past five decades, Hello Kitty has touched countless hearts worldwide. In our commitment to honor her legacy, we’re thrilled to offer fans a delightful array of unique and memorable products and experiences throughout the year,” shared Jill Koch, SVP of Brand Management and Marketing at Sanrio. “This supercute Nordstrom pop-up shop serves as the perfect celebration of Hello Kitty’s 50th anniversary, igniting creativity and inspiring personal style.”

The shop includes exclusive products from brands including Baggu, Café Forgot, Champion, Chet Lo, Chopova Lowena, Lula Flora, Marshall Columbia, Three Potato Four, Vandy The Pink, and YanYan Knits, with prices ranging from \$6 – \$1,610.

Additional brands featured in the shop include:

- A-Sha
- Asian Food Grocer
- Blue Sky Clayworks
- Dumbgood
- Eiwa
- Enesco
- Erin Condren
- Gund
- Hamee
- Igloo
- Impressions Vanity
- Jacmel Jewelry
- JoyJolt
- Pipsticks
- Retrospeky
- Studio Oh!
- Sonix
- The Crème Shop
- Uncanny Brands
- Usaopoly
- Zojirushi

Shop Nordstrom Celebrates Hello Kitty 50th Anniversary in four Nordstrom locations and online at Nordstrom.com from June 27 through the end of the summer, with an expanded assortment featuring a dedicated retail experience on view at the Nordstrom NYC Flagship.

Nordstrom Celebrates Hello Kitty 50th Anniversary is available at the following locations:

- Century City, Los Angeles, Calif.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Nordstrom NYC Flagship, New York, NY

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](#) and [Rack](#) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

ABOUT SANRIO®

Sanrio® is the global lifestyle brand best known for Hello Kitty® who was created in 1974, and home to many other beloved character brands such as My Melody™, Kuromi™, LittleTwinStars™, Cinnamorol™, Pompompurin™, gudetama™, Aggretsuko™, Chococat™, Badtz-maru™ and Keroppi™. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit www.sanrio.com and follow @sanrio and @hellokitty on Facebook, Instagram, Twitter, TikTok, Pinterest and subscribe to the Hello Kitty and Friends YouTube Channel.