

POP-IN@NORDSTROM
welcomes
marimekko

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Pop-In@Nordstrom partners with Marimekko to celebrate 70 years of joyful prints

SEATTLE (May 14) – It’s the perfect time for a summer party filled with tasty treats! Pop-In@Nordstrom is partnering with iconic Finnish design house, Marimekko, to celebrate 70 years of bold prints and colors with their sunny Spring/Summer 2021 collection: Treats for Life. This curated shop will feature women’s and kids’ apparel, handbags, accessories, footwear, and home items all inspired by the fruits, vegetables and flowers of overflowing summer markets. The limited time shop launches on May 14 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

“I love the cheerful spirit of Marimekko and this shop brings so much optimism during a time when we need it the most. As our customers step into the immersive world of Marimekko that we’ve created through Pop-In@Nordstrom, we hope they will feel inspired to have fun and embrace bold prints and colors in their everyday lives.” said Olivia Kim, VP of Creative Projects and Home. “I’ve always admired the heritage, creativity, and detailed craftsmanship of Marimekko’s print making, this collection is filled with timeless pieces that our customers will want to have and use this summer and beyond.”

Exuding genuine joie de vivre, Pop-In@Nordstrom Welcomes Marimekko will bring joy to both your wardrobe and your home. With a happy mix of strawberries, pears, melons, florals, and other fun prints the collection takes a playful approach to the art of printmaking and with it brings an abundance of summery treats. From trousers to t-shirts, dresses to sneakers, hats to bowls, and mugs to pillows - every piece will bring brightness to your life at every price point.

Since 1951, Marimekko has empowered people to express their personality through liberating silhouettes and home décor in bold prints and colors. Founded in an era when fashion was rather restricting, Marimekko went against the norm with a line of dresses designed for those who walk their own path—and the world took notice. The heart and soul of Marimekko is its printing factory in Helsinki, where the designs they're celebrated for come to life. Marimekko brings its spirit of joyful living to everything they make and that rings true to their Spring/Summer 2021 collection that also celebrates the 70 years of the brand.

“This partnership with Pop-In@Nordstrom is a perfect way for us to celebrate Marimekko’s 70 years of bold prints and colors. The purpose of Marimekko has always been to bring joy to people’s everyday lives, and this shop is an opportunity for us to introduce our functional, timeless products and positive lifestyle philosophy to an even larger audience,” said Sanna-Kaisa Niikko, Chief Marketing Officer at Marimekko. “Marimekko is about celebrating the everyday with durable, colorful design. We hope that the immersive space with its summer market-inspired visuals and large-scale prints will leave as many visitors as possible feeling inspired and full of joy.”

Marimekko's Treats for Life features both archive prints and novel pattern designs including key archive prints from the 1960s and 1970s such as Maija Isola’s Appelsiini (orange), Mansikka (strawberry), Mansikkavuoret (strawberry mountains), Melooni (melon), and Kaarina Kellomäki’s Linssi (lens) along

with new fruity additions like Antti Kalevis's Mehu (juice) and Torin kukat (market flowers). Whether archival or new, Pop-in@Nordstrom Welcomes Marimekko will bring a beautiful print party right to you.

HERE is a link to product and editorial imagery – shop images will be available on launch day, May 14.

Pop-In@Nordstrom Welcomes Marimekko is available in nine Nordstrom locations and online at Nordstrom.com/pop from May 14 through July 18:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- Nordstrom NYC Flagship, New York, NY

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. PopIn@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, 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 and Warby Parker.

ABOUT MARIMEKKO

Marimekko is a Finnish lifestyle design house from Helsinki, Finland on a mission to bring joy to people's everyday lives. Since Marimekko was founded in 1951, its positive lifestyle philosophy has been based on empowering people to be happy as they are.

In the 1950's, when predominant fashion was rather restricting, Marimekko started making empowering dresses in abstract prints and vibrant colors for women who are bold in expressing their personality. Marimekko translates as “Mari's dress” in Finnish. The Marimekko dress has since become a symbol of the democratic design approach of the brand – everyone can wear a dress!

Marimekko is considered one of the first lifestyle brands in the world to combine fashion, handbags and accessories, as well as home décor, into an expression of joyful living. Marimekko products are sold in about 40 countries, and roughly 150 Marimekko stores serve customers around the globe. In 2020, brand sales of the products worldwide amounted to EUR 285 million and the company's net sales were EUR 124 million. The key markets are Northern Europe, North America, and the Asia-Pacific region. The company's share is quoted on Nasdaq Helsinki Ltd.

CONTACT:

Julie Ly
Senior Manager, Public Relations
Nordstrom
Julie.Ly@nordstrom.com

Kacy Galisdorfer
Specialist, Public Relations
Kacy.Galisdorfer@nordstrom.com