

NORDSTROM

Seattle World of Soccer

OVERVIEW

Nordstrom's Downtown Seattle flagship is celebrating the season's biggest sporting moments with activations in the store and across downtown Seattle — running from June through July 2026.

AT THE FLAGSHIP

A large exterior banner is now displayed on the Downtown Seattle flagship, inspired by the official Seattle host city poster and featuring artwork by local Seattle artist [Shogo Oto](#), with an Adidas sneaker woven in to reflect our partnership.

IN THE STORE

Adidas Shop-in-Shop (4th Floor)

Opening June 4, the Adidas Shop-in-Shop at the Downtown Seattle flagship will feature fan-ready branded jerseys alongside soccer-inspired footwear, apparel and memorabilia across men's, women's and kids.

Weekend Activations

Saturday 6/13 – Sunday 6/14 | Saturday 6/20 – Sunday 6/21 | Saturday 6/27 – Sunday 6/28

Nordstrom will be hosting local vendor pop-ups, personalization stations (chain stitch, patches, sneaker charm customization) and a gift with purchase on in-store orders of \$125 in celebration of the Summer of Sports.

WESTLAKE PARK WATCH PARTIES

Nordstrom, in partnership with the Downtown Seattle Association, is hosting free public watch parties at Westlake Park from June 15 through July 19. Attendees can watch major international soccer games on the main screen, while a secondary screen will feature the Mariners, Storm, Reign, NBA Finals, NHL Finals, MLB All-Star Week and more. Exclusive promo cards will also be available at each viewing event.

Watch Party Schedule

June 15	3 games at noon, 3 p.m. and 6 p.m.
June 19	3 games at noon, 3 p.m. and 5:30 p.m.
June 24	3 games at noon, 3 p.m. and 6 p.m.
June 26	3 games at noon, 3 p.m. and 8 p.m.
July 1	Knockout games at 1 p.m. and 5 p.m.
July 6	Knockout games at noon and 5 p.m.
July 9	Quarterfinal at noon
July 10	Quarterfinal at noon
July 11	Quarterfinals at 2 p.m. and 6 p.m.
July 14-15	Semifinals, both at noon
July 19	Final at noon