

POP-IN@NORDSTROM EVERLANE

FOR IMMEDIATE RELEASE

EVERLANE RETURNS TO POP-IN@NORDSTROM

Introducing Exclusive Colors of Everlane Cashmere and Tread by Everlane Sneakers



SEATTLE (October 4, 2019) – Everlane, the retailer known for its commitment to quality, ethically and sustainably made basics and radical transparency, is returning to Pop-In@Nordstrom to bring customers an assortment of luxury essentials - from outerwear made with recycled plastic to carbon-neutral shoes and the world's cleanest denim. The shop launches Friday, October 4 in select Nordstrom stores in the US and Canada and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop) ([Nordstrom.ca/pop](https://www.nordstrom.ca/pop)).

"We initially introduced Everlane to our customers in 2017 and had an amazing response. Everlane has evolved so much in the past two years and I'm excited to bring them back for the latest iteration of Pop-In@Nordstrom," said Olivia Kim, Nordstrom VP of Creative Projects. "I continue to believe in Everlane's mission to provide everyone around the world with well-designed, high-quality basics with a strong commitment to sustainability. It's an important opportunity for our customers to stay informed and educated on where their products come from."

"We're excited to bring the Everlane brand and product to life for the second time through Pop-In@Nordstrom," said Erika Edelson, VP of Merchandising at Everlane. "By offering our best-selling items like our clean denim and ReNew collection made from recycled plastic bottles, we're able to bring sustainable options to the Nordstrom customer, while also educating them on the supply chain."

Exclusive to Pop-In@Nordstrom are new shades in Everlane's Grade-A Cashmere Collection, verified luxury cashmere at a radical price. The timeless Cashmere Crew will be available for the first time in new and vibrant colors including persimmon, pink lipstick, and purple. The shop is also introducing Tread by Everlane: The World's Lowest Impact Sneaker, exclusively in a new lightning yellow shade.

The assortment includes a curation of some of Everlane's best-selling essentials such as Clean Silk, ReNew Outerwear and Clean Cashmere. Through a partnership with Bluesign-Certified Dyehouse, Everlane Clean Silk is certified free of over 900 potentially harmful chemicals from the manufacturing process. ReNew Outerwear, a collection of puffers and fleece made from 3 million recycled plastic bottles, is thoughtfully detailed and incredibly warm. Prices range from \$16 for the Cotton Box-Cut Pocket Tee to \$298 for the Double-Breasted Coat.

Pop-In@Nordstrom Everlane is available in 9 Nordstrom locations and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop) from October 4 to November 17:

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.

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- CF Toronto Eaton Centre, Toronto, ONT
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- NorthPark Center, Dallas, TX
- South Coast Plaza, Costa Mesa, CA
- Nordstrom Local, West Village, New York

[HERE](#) is a link to product and editorial imagery, and we will have shop photos available on launch day, October 4.

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) and is available in 8 Nordstrom locations and online at Nordstrom.com/pop. In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer’s national locations.

Pop-In@Nordstrom partnerships have included: Ace & Jig, Aesop, Allbirds, Alexander Wang, Away, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, Hatch, HAY, Herschel Supply Co., Liberty London’s Flowers of Liberty collection, Maisonette, MCM, 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 Everlane

Everlane launched online in November 2011 with the mission to provide consumers with well-designed, high-quality clothing and accessories at an approachable price point while simultaneously encouraging them to stay informed and educated on product origins. By cutting out the middleman and sharing the true cost and markup of each product, Everlane has become a distinguished leader in the transparent retail space and a disruptor of the luxury clothing industry. Building on the brand’s transparent values, Everlane has put sustainability front and center. Everlane denim is made at the world’s cleanest factory, which recycles 98% of its water, runs on alternative energy, and repurposes byproducts. Meanwhile, the Clean Silk collection is produced at a leading LEED-certified and BlueSign®-certified factory, where all silk will be dyed and washed with 100% recycled water and 100% renewable energy by 2022. In October 2018, Everlane announced its commitment to eliminate all virgin plastic from its supply chain by 2021. Everlane currently works with 35 factories and has four retail stores in San Francisco, New York and Los Angeles.

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