

## **Pop-In@Nordstrom Welcomes Parachute**

*Bring comfort home with Pop-In@Nordstrom's latest shop*

SEATTLE (June 24) – It's time to bring comfort home with Pop-In@Nordstrom's latest shop: Pop-In@Nordstrom Welcomes Parachute. Known for soft, sustainable essentials like cozy bedding, fluffy bath linens, easy loungewear and modern furniture, Parachute is bringing their quality and craftsmanship to a Nordstrom near you. Get ready for the ultimate home refresh as this limited-time shop is launching on June 24 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

"We are excited to bring the world of Parachute to Nordstrom and introduce their cozy home essentials to our customers," says Olivia Kim, VP of Creative Projects and Home at Nordstrom. "Our goal is to help our customers look good and feel their best, and that includes their homes – we love that the brand is rooted in comfort, but also in style and design. We're excited to bring the experience to life in stores and online, giving our customers the opportunity to transform their most personal and favorite spaces with some of our favorite Parachute pieces."

Pop-In@Nordstrom Welcomes Parachute will feature thoughtfully designed essentials that are soft and stylish for your home as well as yourself. From light, airy bedding to fluffy robes, cozy decorative pillows and laid-back loungewear, Parachute is ready to transform your personal space with their growing assortment of plush towels, textured rugs, premium table linens and soft quilts.

"I'm so happy to be a part of Pop-In@Nordstrom, introducing Parachute to new customers in a unique and engaging way," says Ariel Kaye, Founder and CEO of Parachute. "This partnership has been a long time in the making and we are thrilled to work with Nordstrom on their first foray into home decor. As a loyal Nordstrom customer myself, I'm always excited to explore and learn more about the brands Nordstrom spotlights. The pop-in experience is beautiful and we can't wait to see how shoppers make themselves at home across North America."

In addition to the assortment of Parachute products, the shop will also feature items from brands that will complement the shop's comfort and cozy ethos like Canyon Coffee, Asano, Well Kept Beauty, Chronicle Books and more. Create the perfect bedtime ritual with Intelligent Change and Bursera. Give your pets and plant family their own little space with The Foggy Dog, Felt+Fat, and Pepper Stone Ceramics. Make your bathroom the perfect place for your morning routine with Plus Ultra, Binu Binu Soap House and Woods Copenhagen. No matter what your home needs, Pop-In@Nordstrom Welcomes Parachute has something for every space in your home – including those corners, nooks, and crannies.

[HERE](#) is a link to product and editorial imagery, shop images will be available on launch day, June 24.

Pop-In@Nordstrom Welcomes Parachute features products from additional brands including:

- Courant
- Hario Coffee
- Kexi
- Maileg Toys
- Penguin Random House
- Pepper Stone Ceramics
- Potting Shed Creations
- Slow North

- Wee Gallery

Pop-In@Nordstrom Welcomes Parachute is available in nine Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from June 24 through August 21:

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, ON
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- New York Flagship, New York, NY
- South Coast Plaza, Costa Mesa, CA
- Valley Fair, San Jose, CA

### **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, Disney, Everlane, Gentle Monster, goop, Hanes, HAY, Levi’s, Liberty London’s Flowers of Liberty collection, Marimekko, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Smiley, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS, Warby Parker and more.

### **ABOUT PARACHUTE**

Parachute is a modern lifestyle brand that makes people feel at home. The multi-category home company offers products that are thoughtfully designed in Los Angeles and expertly manufactured by craftspeople around the globe, using only premium quality materials. Every essential in the collection is inspired by comfort and relaxation. Parachute was founded in 2014, offering a carefully curated assortment of bedding. The brand has since released its own mattress and expanded into categories throughout the home, including bath, apparel, décor and furniture. Parachute operates 17 retail storefronts across the U.S. and recently launched in Canada. All products are available online at [www.parachutehome.com](http://www.parachutehome.com).

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