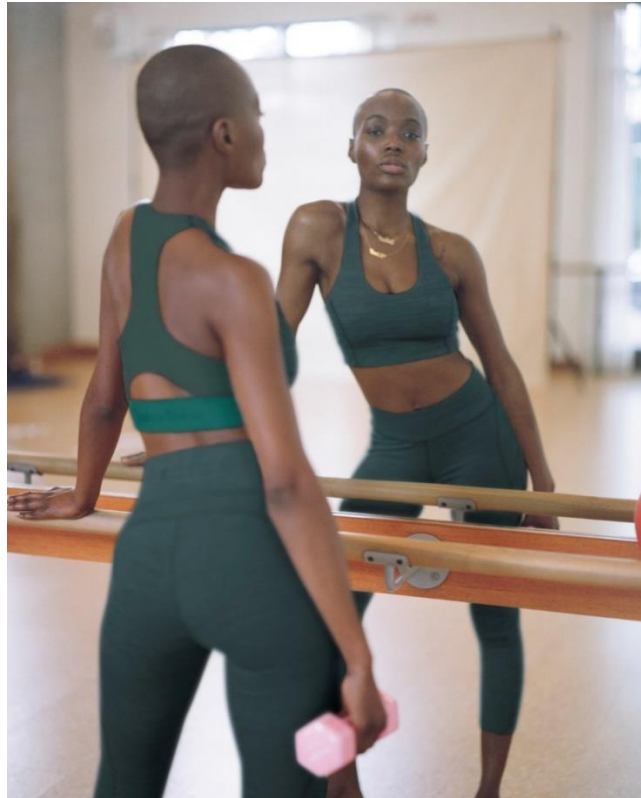


NORDSTROM

FOR IMMEDIATE RELEASE
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NORDSTROM LAUNCHES OUTDOOR VOICES

The men's and women's activewear brand is now available in select U.S. stores and Nordstrom.com, making Recreationalists happy and healthy through movement!



NEW YORK (January 5, 2021) – Launching today, Nordstrom is thrilled to announce its partnership with Outdoor Voices, the first activewear brand for recreation enthusiasts. Their men's and women's apparel collections are now available in eight select Nordstrom stores in the U.S., as well as Nordstrom.com.

A sporty and energetic collection of 40 core Outdoor Voices styles will be available through Nordstrom as their exclusive retail partner. Key pieces for women include The Exercise Dress, Doing Things Bra, Athena Crop Top, Flex 7/8 Legging, Core 7/8 Legging, Springs 7/8 Legging, to mention a few, all ranging from XS-XL. For men, signature pieces include the All Day Hoodie and Sweatpant and Rectrek Shorts and Pants.

"We're really excited to be Outdoor Voices' retail partner of choice and introduce their activewear to our Nordstrom customers," said Lori Marten, vice president and divisional merchandise manager for active, specialized and performance at Nordstrom. "We love Outdoor Voices' message of #DoingThings daily and freeing fitness from performance. Whether customers are looking for activewear for walking their dog or training for a marathon, we hope to become their Outdoor Voices destination for style, performance and everything in-between."

As part of the debut, Nordstrom NYC today unveils their latest Center Stage pop-up highlighting the Outdoor Voices brand. The shop creates a sense of discovery and welcomes Nordstrom customers to step into their world. The playful colors, abstract shapes, and reference to recreation are signature to the brand's aesthetic. To complement the Outdoor Voices' offering at Center Stage, a selection of HOKA ONE ONE footwear styles are also available.

"As a brand on a mission to get the world moving, we are excited to partner with Nordstrom to bring our #DoingThings movement to a broader audience," said Ashley Merrill, Executive Chairwoman at Outdoor Voices.

To celebrate the launch and get the endorphins flowing, Outdoor Voices and Nordstrom are partnering on a virtual two-day event series to bring iconic NYC dance classes to your living room. The high-energy classes, taught by Keomi Tarver from Mark Morris Dance Center and Yin Yue from Gibney Dance Center, will be filmed live in-store in New York and broadcast online on January 19 and January 21, 2021. To attend a class, go to [NordstromRSVP.com/NLIVE](https://www.nordstrom.com/RSVP/NLIVE) beginning January 11, 2021.

Outdoor Voices will be available at the following Nordstrom stores:

- Nordstrom NYC Flagship in New York City
- Nordstrom Century City in Los Angeles
- Nordstrom Bellevue Square in Bellevue, Wash.
- Nordstrom Oakbrook Center in Oakbrook, Ill.
- Nordstrom Fashion Square in Scottsdale, Ariz.
- Nordstrom Walnut Creek in Walnut Creek, Calif.
- Nordstrom Barton Creek Square in Austin, Texas
- Nordstrom Tysons Corner Center in McLean, Va.

Editor's Note: Campaign imagery, shop photos and product shots are available at [Nordstrom.com/pressroom](https://www.nordstrom.com/pressroom)

About Outdoor Voices

Outdoor Voices is on a mission to get the world moving. We believe freeing fitness from performance starts with having fun and generating endorphins. That's why we create high quality products for Recreation that make you feel strong, confident, and ready for #DoingThings.

About HOKA ONE ONE®

HOKA ONE ONE® is one of the fastest-growing performance footwear and apparel brands in history. Conceived in the mountains, HOKA footwear delivers an unprecedented combination of enhanced cushioning and support for a uniquely smooth ride. Every day, HOKA pushes the innovation and design of its footwear and apparel by teaming up with a deep roster of world champions, taste makers and everyday athletes. From finish lines to everyday life, HOKA fans love the brand for its bold and unexpected approach, and its belief in the power of humanity to create change for a better world. HOKA empowers a world of athletes to fly over the Earth. For more information, visit hokaoneone.com or follow @hokaoneone. #TimeToFly.

About Nordstrom

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 357 stores in 40 states, including 100 full-line stores in the United States and Canada; 249 Nordstrom Rack stores; two clearance stores; and six [Nordstrom Local](https://www.nordstrom.com/Local) service hubs. Additionally, customers are served online through [Nordstrom.com](https://www.nordstrom.com), [Nordstrom.ca](https://www.nordstrom.ca), [Nordstromrack.com](https://www.nordstromrack.com), [HauteLook.com](https://www.hauteLook.com) and [TrunkClub.com](https://www.TrunkClub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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