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free people

FREE PEOPLE PARTNERS WITH NORDSTROM ON NYC POP-UP SHOP

The lifestyle brand will launch an exclusive collection at Nordstrom.com and select Nordstrom locations



PHILADELPHIA (JUNE 7, 2021) – FOR IMMEDIATE RELEASE – Free People is excited to announce a limited-time pop-up shop with Nordstrom showcasing their FP Beach and Endless Summer collections. FP Beach and Endless Summer capture the spirit of coastal life in two carefree collections, with effortless designs for a laidback, throw on and go approach to dressing. Featuring dresses, rompers, tops, shorts and bandeaus made for packing up and heading to the shore or the beach. Each item is made with super-soft fabrics and breezy weaves, making them versatile for wherever you may be heading. All items featured in the pop-up are exclusive to Nordstrom and [FreePeople.com](https://www.freepeople.com)

The Free People x Nordstrom Center Stage pop-up runs from Monday, June 7 until Sunday, July 11. Customers can find the pop-up shop in Center Stage at the Nordstrom NYC flagship, [Nordstrom.com](https://www.nordstrom.com), as well as elements of the pop-up and collection at 10 select stores, including Nordstrom Washington Square (Tigard, OR), Nordstrom Park Meadows (Littleton, CO), Nordstrom Brea Mall (Brea, CA),

Nordstrom Mission Viejo (Mission Viejo, CA), Nordstrom The Oaks (Thousand Oaks, CA), Nordstrom Galleria (Roseville, CA), Nordstrom King of Prussia (King of Prussia, PA), Nordstrom NorthPark Center (Dallas, TX), Nordstrom Stonebriar Mall (Frisco, TX), and Nordstrom International Plaza (Tampa, FL).

To celebrate the launch, the brands will host an influencer event at the Nordstrom NYC flagship store on June 7 to provide an exclusive first look at Free People x Nordstrom Center Stage pop-up shop installation. There will be a mini guided bicycle tour through Central Park on branded beach cruiser bikes by [Priority Bicycles](#), with photo moments at the park's most scenic landmarks, followed by beach treats and an exclusive in-store shopping experience courtesy of Nordstrom and Free People.

Customers are invited to enjoy handmade, all-natural fruit-flavored paletas by La Newyorkina at the NYC flagship from 12-4 p.m. on Saturday, June 19 and Saturday, June 26 (while supplies last). Additionally, Nordstrom will be hosting a customer virtual live event on Wednesday, June 23 featuring the FP Beach design & buying teams. Customers can RSVP via this link: <https://nordstromrsvp.com/nlive>.

About Free People:

Free People is a specialty clothing brand featuring the latest trends and vintage collections for women who live free through fashion, art, music, and travel. The brand offers a wide range of products from apparel, to accessories, intimates, and outerwear. FP Movement offers performance-ready activewear, beyond-the-gym staples, and a hand-picked assortment of nourishing supplements and elixirs to support your practice from the inside out. We believe in the power of community, in supporting and lifting each other up and always #movingtogether. Free People is distributed globally via direct channels including the [Free People Global](#) site, the [Free People UK](#) site, and the [Free People China](#) site as well as specialty boutiques, top department stores, and the brand's free standing retail locations in the U.S. and Canada.

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 the U.S. and Canada, including 100 Nordstrom stores; 248 Nordstrom Rack stores; two clearance stores; and seven Nordstrom Local service hubs. Additionally, customers are served online through [Nordstrom.com](#), [Nordstrom.ca](#), [Nordstromrack.com](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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