

NORDSTROM

allbirds

ALLBIRDS DEBUTS POP-UP SHOP AT NORDSTROM NYC CENTER STAGE

Allbirds Popular Sustainable Collection Available Soon in 25 Select Stores and Nordstrom.com



[Download Images Here](#)

NEW YORK (August 1, 2022) – Nordstrom NYC customers will have the opportunity to shop and discover how Allbirds has embraced natural materials, as part of their commitment to reverse climate change, at the new Allbirds Center Stage from August 1 until September 6, 2022. Nordstrom is Allbirds’ exclusive lifestyle retail partner in the U.S.

The Allbirds Center Stage at the Nordstrom NYC Flagship is curating curiosity by way of a supernatural garden path that tells the Allbirds story. The space features wool-covered pillars, a nod to the ZQ Merino wool used in iconic silhouettes such as the Wool Runner, alongside storytelling pods inspired by the eucalyptus tree fiber used in their most popular shoes, including the new ‘Tree Flyer’ running shoe.

As a company, Nordstrom understands impact extends well beyond the walls of the stores, and continues to prioritize responsible business practices and partners that work towards a more sustainable future.

"The partnership between Allbirds and Nordstrom is an amazing platform to elevate conversations on sustainability, conscientious carbon consumption, and waste in the fashion industry." said Kate Ridley, Chief Brand Officer at Allbirds. "This is a conversation we're excited to lead, and share with Nordstrom customers at Center Stage, who will see first-hand there is no need to compromise on style, comfort or sustainability."

In addition to the NYC Flagship and [Nordstrom.com](#), starting August 8, Nordstrom customers can shop men’s and women’s Allbirds styles, including the popular Wool Runner, Tree Runner, Tree Lounger, Tree

NORDSTROM

allbirds

Breezer, Tree Flyer and Tree Dasher, in 25 select stores. Smallbirds will also be available at the NYC Flagship pop-up and [Nordstrom.com](https://www.nordstrom.com) beginning August 8.

To celebrate the in-store pop-up, a launch party will be held at the Nordstrom NYC Flagship on Tuesday, August 9 from 5:30-7:30 p.m. Customers are invited to enjoy passed sips and bites, DJ, and shopping,

Both Nordstrom and Allbirds operate with a shared value of sustainability. All products made by Allbirds qualify for [Nordstrom's Sustainable Style category](#), which makes it easy for customers to find and shop products that are made with sustainably sourced materials and ingredients, are responsibly manufactured or packaged and give back. By 2025, Nordstrom aims to ensure 15 percent of our product assortment qualifies for [Sustainable Style](#).

[HERE](#) is a link to shop images, as well as product imagery. To learn more about Allbirds and our partnership, check out the [Nordstrom blog](#), or tune into the [Nurdy Pod](#).

###

About Nordstrom

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our [Nordstrom](#) and [Rack](#) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

About Allbirds

Allbirds (NASDAQ: BIRD) believes in making better things in a better way. As a certified B Corp and public benefit corporation, the environment is a key business stakeholder. Since inception, the brand has been laser focused on combating the proliferation of petroleum-based materials in apparel and footwear. Allbirds's story began with superfine New Zealand merino wool, and has since evolved to include a eucalyptus tree fiber knit fabric and a sugarcane-based EVA foam (SweetFoam®). In 2019, Allbirds became 100% carbon neutral through a self-imposed carbon tax, and in 2020, the brand began labeling all products with a carbon footprint. Allbirds firmly believes that business can accelerate a shift away from high-polluting practices and help protect the planet for future generations.

PRESS CONTACT

NORDSTROM | PR Consulting
nordstrom@prconsulting.net