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FP Movement Joins Nordstrom @ The Corner

For a limited time, join FP Movement @ The Corner Nordstrom NYC for a pop up store and activations.

Philadelphia, PA (February 2025) – FP Movement, Free People’s activewear brand, known for its performance-ready pieces, is excited to team up with Nordstrom for a limited time pop-up at their NYC Flagship, in a dedicated space on the corner of 57th and Broadway. The shop is part of an ongoing series of pop-ups and brand takeovers at the Nordstrom NYC Flagship.

“We’re excited to launch FP Movement @ The Corner Nordstrom NYC, celebrating elements of community and individuality in an experiential shop format,” says Olivia Kim, SVP of Creative Merchandising at Nordstrom. “Our partnership will introduce ongoing fitness events with leaders in the active space, a Stand Out Speaker Series and an exclusive assortment of pieces from FP Movement’s latest collection.”

The pop-up will be open from Thursday, March 6th through Sunday, April 27th. During this time, customers will be able to stop in the space to check out and try on FP Movement’s latest offerings. This will include a wide array of styles across categories such as leggings, sports bras, shorts, accessories and more.

Guests will be able to sign up for weekly workouts in the space, including Total Body HIIT, Yoga Fusion, Signature Sculpt and more. The space will open and close with classes led by [Meredith Shumway](#), founder of the Formula. Throughout the partnership, additional instructors include Erika Polsinelli, Lizzie Mizenko and Anjali Shah to name a few.

Additionally, starting March 13th each Thursday from 5-8PM the FP Movement team will be hosting a Stand Out Speaker Series consisting of a Q&A highlighting a member of the FP Movement community, who are committed to celebrating individuality through movement, however they chose to move. Sample speakers include Pro Climber [Sasha Digiulian](#) and [Erika Polsinelli](#) founder of Evolve.

“We are thrilled to work with our long time partners and friends at Nordstrom on this special pop-up in the heart of NYC.” says Courtney Weis, Managing Director of FP Movement Brand Marketing, “We’re excited to offer customers not only the season’s latest FP Movement activewear collection but also the opportunity to experience our brand identity through our weekly fitness and wellness programming.”



Those interested in learning more about signing up for events can find more info [HERE](#). Be sure to also follow along on FP Movement's social channels, [Instagram](#) & [TikTok](#).

For any press questions, please reach out to Katerina at KPatouhas@FreePeople.com.

ABOUT FP MOVEMENT

Established in 2012 as a category on Free People, FP Movement has been at the forefront of redefining activewear, introducing performance-ready styles that extend beyond the gym. Rooted in community, individuality, and the spirit of #movingtogether, FP Movement's activewear for Hike, Run, Racquet, and Ski bridges the gap between fashion and function.

In 2020, FP Movement emerged as an independent brand, opening its first standalone store in Los Angeles. Today, the brand has 37 stores nationwide, offers online shopping at fpmovement.com, and collaborates with wholesale partners such as Dick's Sporting Goods and independent fitness studios.

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 interconnected model 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.