



**FOR IMMEDIATE RELEASE**

**POP-IN@NORDSTROM UP & AWAY**

*A Travel Concept Shop Featuring Five Exclusive Suitcase Offerings*

SEATTLE (January 11, 2019) – To kick-off a New Year of travel and exploration, Pop-In@Nordstrom is excited to partner with New York-based global travel and lifestyle brand Away on its latest concept shop. Pop-In@Nordstrom Up & Away launches on January 11 in select Nordstrom stores in the US and Canada and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) ([Nordstrom.ca/pop](http://Nordstrom.ca/pop)).

“I am an avid traveler and rely on my favorite travel essentials to help take me around the world. We are excited to bring together a curation of the best travel goods out there along with an exciting range of exclusive luggage in collaboration with Away,” said Olivia Kim, vp of Creative Projects at Nordstrom. “We hope that the shop serves as a one-stop-shop for our customer’s travel needs in the New Year and inspires their sense of adventure and exploration.”

Kim partnered with Away on exclusive luggage for the shop featuring bold primary hues – red, yellow and blue which will be available at the shop launch on January 11, as well as two additional colors- black and white with colored zippers, available January 22.

The shop marks Away’s first collaboration of 2019, the exclusive luggage capsule includes five suitcases in new colors in four sizes including The Carry-On, The Bigger Carry-On, The Medium and The Large. Crafted in an unbreakable shell, Away suitcases are thoughtfully designed with features that solve real travel problems such as a built-in ejectable battery to charge your phone or other devices, a TSA-approved three-digit lock, and even an integrated compression pad and hidden laundry bag inside.

Pop-In@Nordstrom Up & Away will serve as the destination for smart and stylish travel essentials in the new year. The curation will include over 250 travel products including Monocle’s Travel Guides, easy-to-pack Baggu backpacks and totes, apothecary from goop and Grown Alchemist, travel tech such as smartphone lens clips and portable speakers, and accessories including travel notebooks, colorful maps and more.

Featured brands include but are not limited to:

- 1DEA
- ALDER NEW YORK
- ANATOMICALS
- BAGGU
- BITPLAY
- BLAQ
- BLUE CROW MEDIA
- CAMPO
- DAN300
- FLIGHT 001 TRAVEL PRODUCTS
- HERBAL DYNAMICS
- BEAUTY
- HERBAN ESSENTIALS
- JAO
- KEEKO
- LAND BY LAND
- LINGO CARDS
- LOS POBLANOS
- MARPAC
- MONOCLE
- MORIHATA
- INTERNATIONAL
- OOHHLALA
- OMY
- OSTRICHPILOW
- RUDY’S BARBERSHOP MENS GROOM
- NALGENE
- SALT & STONE
- STASHER
- STUDIO NICCO
- TAYLOR STREET SOAP CO
- TEAM WORLD
- THE LAUNDRESS
- FRAGRANCES MC

- THE STEAMERY
- TOPO DESIGNS
- TOPTOTE
- TYPO
- URSA MAJOR BEAUTY
- VACAVALIENTE
- WILDSAM FIELD GUIDES
- ZABANA ESSENTIALS

*Pop-In@Nordstrom Up & Away* is available in 9 Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from January 11 to February 24:

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, ONT
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- NorthPark Center, Dallas, TX
- South Coast Plaza, Costa Mesa, CA
- The Grove, Los Angeles, CA

[HERE](#) is a link to product imagery – shop images will be available on launch day, January 11.

#### **ABOUT POP-IN@NORDSTROM**

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and 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). 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, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London’s Flowers of Liberty collection, MCM, Nike, Opening Ceremony, Poketo, rag & bone, The Museum of Modern Art’s MoMA Design Store, The North Face, Topshop/Topman, the U.S. debut of Hong Kong fashion collective I.T., VANS and Warby Parker.

#### **ABOUT AWAY**

Away is a global lifestyle brand creating thoughtful products to make travel more seamless. Founded in 2016 by Steph Korey and Jen Rubio, Away designs and sells premium travel goods at an unprecedented price through a direct-to-consumer business model. In under three years, Away has sold over 500,000 suitcases and expanded its product line to offer the one perfect version of everything one needs to travel seamlessly; the brand now ships to 38 countries and has grown from a team of four to more than 200 employees, based in New York City. To learn more, visit [awaytravel.com](http://awaytravel.com).

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