

NORDSTROM

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THE NORDSTROM ANNIVERSARY SALE STARTS FRIDAY, JULY 19
*Shop new arrivals on sale now and – if you’re a Nordy Club Ambassador –
shop even earlier!*

TORONTO (June 24, 2019) – The [Nordstrom Anniversary Sale](#) – the retailer’s biggest fashion sale event of the year – launches Friday, July 19 – and if you’re a [Nordy Club](#) Ambassador – you can shop even earlier (more details below). This year, the company invites customers to shop with a better-than-ever selection of brand-new arrivals from customers’ favourite brands like Smythe, rag & bone, FRAME Denim and more. The sale lasts for two weeks only through August 4, then prices go back up on August 5.

WHAT SETS THE SALE APART?

The Nordstrom Anniversary Sale is the retailer’s biggest and best sale of the year, featuring brand new arrivals on sale for a limited time. On July 19, beginning 12:30pm EST online and local opening times in-store, customers will find the hottest trends plus all the essentials from a variety of their favorite brands. In more sizes than ever before, women can shop brands like Madewell, AG Jeans, Nike, Vince and more. The Anniversary Sale is also the best time to shop exclusive deliveries from Nordstrom Made brands including Treasure & Bond, BP., Tucker + Tate, Halogen and Zella. Customers will find hundreds of beauty exclusives from brands like La Mer, Jo Malone, Lancome, Charlotte Tilbury, Tom Ford and Trish McEvoy. For men, featured brands include Hugo Boss, Theory, TED Baker, and more. There’s something for everyone y in every category including apparel, shoes, accessories, beauty, active and home.

“Anniversary Sale gives us the opportunity to deliver a one-of-a-kind experience for our customers,” said Pete Nordstrom, Nordstrom co-president. “We’re excited to wow our customers with fresh new merchandise from their favorite brands and we hope to inspire them to stock up at incredible prices.”

GET YOUR DANCE MOVES ON

This year’s Anniversary marketing campaign is shot in a bright, open art gallery studio, featuring a high-energy, diverse mix of professional dancers and models. The photo and video campaign were directed and photographed by Lacey, who has produced Instagram campaigns and films for Nordstrom partners and global fashion houses.

The style-savvy cast dances to the beat of the 1979 underground funk/disco classic “Get Up” by Vernon Burch – re-worked by DJ Premier who spun at the Nordstrom Men’s Store New York City opening last year and has worked with Kanye West, Jay-Z, Christina Aguilera and more. The campaign will be featured on [nordstrom.com/anniversary](#), on the retailer’s social platforms, and in the Anniversary Sale catalog. Advertising components include digital, print, audio, out of home, shopping bags, store windows and in-store displays.

GLAM-UP

On Saturday, July 20th, Nordstrom will host an Anniversary Sale Beauty Bash event in all U.S. and Canada stores, featuring access to hundreds of beauty exclusives, complimentary beauty consultations and applications, and a limited-edition Nordstrom tote with a \$125 cosmetics purchase. [Glam-Up Days](#) are taking

place in stores daily throughout the sale where customers can enjoy free samples, gifts with purchase and expert tips from brands including MAC, La Mer, Jo Malone, Dior, Bobbi Brown and Kiehl's.

SIGN UP

[The Nordy Club](#), the company's loyalty program, is also getting in on the anniversary fun. Redesigned in 2018, the Nordy Club is free to join and provides rewards customers love at a faster earning rate, with special access to services and personalized experiences no matter how they choose to shop. During the Anniversary Sale, all Nordy Club Ambassador level members receive early access to shop starting on Tuesday, July 16th.

THE EXPERTS ARE HERE

Nordstrom offers convenient services for customers to make their Anniversary Sale shopping experience fun, easy and on their terms, including:

- **Free Style Advice** – From quick updates to entire wardrobe edits, Nordstrom [Stylists](#) and [Beauty Stylists](#) can guide customers to the sale scores of their dreams.
- **In A Hurry?** – Nordstrom offers curbside pickup and Same-Day delivery at select Nordstrom Canada locations. See these services and more listed by location [HERE](#).
- **Fit to Perfection** – Nordstrom offers [alterations and tailoring](#) to help give you the perfect fit. Customers can conveniently book an appointment online, utilize walk-in services, request one-hour hems and express services, and more.

***Editor's Note:** To download additional images and video, please visit press.nordstrom.com.*

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 380 stores in 40 states, including 119 full-line stores in the United States, Canada and Puerto Rico; 247 Nordstrom Rack stores; three Jeffrey boutiques; two clearance stores; six Trunk Club clubhouses; and three Nordstrom Local service concepts. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com, HauteLook and TrunkClub.com. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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