

## POP-IN@NORDSTROM SELF LOVE

*Taboo who? Pop-In@Nordstrom puts self-love and empowerment at the center of its latest shop*

SEATTLE (January 15) – To kick off the new year, Pop-In@Nordstrom is celebrating all things self-love — with modern lingerie and loungewear, body care, intimacy products and more. Thoughtfully curated with inclusive sizing, ethical production, exploration and self-discovery in mind, the latest iteration of Pop-In@Nordstrom invites customers to own their power and pleasure. The limited-time shop launches on January 15 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

“With all that is going on in the world right now, our latest shop concept encourages our customers to pause and take a moment to focus on themselves. We wanted to take a different approach to the idea of wellbeing, whether it’s about looking good or feeling good, self-care, empowerment, and love are at the heart of our latest Pop-In@Nordstrom,” said Olivia Kim, Nordstrom vice president of Creative Projects. “I’m excited to bring our customers a modern, bold, and inclusive shopping experience designed to destigmatize pleasure and leave our customers feeling strong, confident, comfortable, and non-apologetic about self-love.”

*Pop-In@Nordstrom Self Love* will offer an assortment of lingerie and loungewear from covetable brands including Lunya, araks, Only Hearts, Else, Cantiq, Signe, Proclaim and more – with a focus on inclusive sizing and shades, sustainable fabrics, and ethical production. In addition to apparel, the shop includes innovative toys and tools designed to heighten pleasure and enhance exploration, solo or shared, from brands such as Dame, Buff Experts, Elvie, Foria and more. Customers can also adorn (and adore) themselves with a selection of bath, body, personal care and jewelry from Mika Jewelry, Mondo Mondo, OK Fine, Lord Jones, Masha Tea, Heretic Parfum and more.

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, January 15.

*Pop-In@Nordstrom Self Love* features brands including:

- ARAKS Lingerie
- Buff Experts
- By Signe Apparel
- Cantiq
- Chronicle Books
- Dame
- Dueple Socks
- Else
- Elvie
- Fine & Raw Chocolate
- Foria

- Hansel From Basel
- Heretic Parfum
- Hopeless
- Impossible Project Cameras
- Knickey
- Lasette
- Lord Jones Beauty
- Lunya
- Maman Atelier
- MAR MAR
- Masha Tea
- Maude
- Mika Jewelry
- Mondo Mondo
- Naja
- Nico
- NUUDDII
- ODDO Body
- OK Fine
- Only Hearts
- Proclaim
- Quim
- Richer Poorer
- Rosebud Woman
- Sleeper
- Smile Makers
- The School of Life
- Thunders Love
- Tiermarq
- WLDKAT Beauty
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*Pop-In@Nordstrom Self Love* is available in nine Nordstrom locations and online at [Nordstrom.com/pop](http://Nordstrom.com/pop) from January 15 to March 14:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- Nordstrom NYC Flagship, New York, NY

## **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, 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.

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