

NORDSTROM

NORDSTROM NYC LAUNCHES JORDAN BRAND AT THE CORNER

The limited-time pop-up is a celebration of women's streetwear and sneaker culture

NEW YORK (October 3, 2024) – Nordstrom is pleased to announce the launch of Jordan Brand at The Corner, a limited time pop-up shop featuring the most coveted streetwear and sneakers for women. The shop is part of an ongoing series of pop-ups and brand takeovers at the Nordstrom NYC Flagship in a dedicated space on *The Corner* of 57th and Broadway.

Jordan Brand at The Corner will showcase exclusive apparel, sneakers, and accessories, with special product drops and curated programming designed to make each visit unique. Every Thursday, the shop will host "Girl Talk" sessions with conversations between influential women centered on women's roles in basketball and streetwear culture.

The partnership is part of Jordan's commitment to cultivating community and evolving the Brand's legacy by establishing new intersection points of sport, fashion, and culture that underscore the power of collaboration and creative possibilities. The one-of-a-kind experience invites customers to embrace personal style, explore streetwear culture, and discover the latest and most in-demand offerings from Jordan Brand with the help of Nordstrom's team of expert stylists.

"We're excited to bring Jordan Brand to The Corner at our NYC flagship," said Tacey Powers, Nordstrom Executive Vice President and General Merchandise Manager for Shoes. "This pop-up is all about celebrating women's streetwear and sneaker culture. It's a unique opportunity for our customers to discover exclusive drops and connect with a dynamic fashion community."

"The Jordan Brand partnership with Nordstrom magnifies our enduring legacy and impact on the women's community," said D'Anna Foster, GM of Jordan Brand Women's Streetwear, North America. "This innovative apparel and footwear experience gives her access to styling experts that inspire her to structure the perfect head-to-toe streetwear look with confidence and individualism."

Jordan Brand at The Corner will be open at Nordstrom NYC through November 10, with product available to shop in store and online at Nordstrom.com.

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.

ABOUT JORDAN BRAND:

Jordan Brand, a division of NIKE, Inc., is a premium brand of athletic footwear, apparel and accessories inspired by the dynamic legacy, vision and direct involvement of Michael Jordan. The brand made its debut in 1997 and has grown into a complete collection of men's, women's and kid's product.

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