

POP-IN@NORDSTROM x TAPPAN COLLECTIVE

Immerse yourself in art with Pop-In@Nordstrom's latest shop with Tappan Collective

SEATTLE (August 26) – Calling all artists and art lovers, Pop-In@Nordstrom is here to fill your world with the artwork of emerging talent, including original pieces and limited-edition prints with our latest shop in partnership with Tappan Collective. Discover various collections all curated by mood, alongside artful home décor, books, art supplies and more all within this gallery like limited-time pop-in shop launching on August 26 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

“Supporting emerging talent has always been one of my biggest passions and I’m proud that Nordstrom has been able to serve as a platform for this over the years. We are so naturally aligned with Tappan Collective on the mission of helping emerging artists reach wider audiences.” says Olivia Kim, SVP of Creative Merchandising. “We are excited to bring this special curation to life through Pop-In@Nordstrom and give our customers the opportunity to discover and access beautiful and original works of art.”

Pop-In@Nordstrom x Tappan Collective will inspire the artist within all of us with prints curated with mood in mind for everyone from the avid art collector to the beginner, from the bold, wild and avant-garde art lover, to cosmopolitan photography. Get ready to be transported into different worlds with collections including Body & Line, Fade Out, On the Horizon, Road Trip, Blush & Bashful, and Disconap, that include unique colors, abstract works, figurative pieces, painterly photographs, mixed media, and original works that will unlock memories, emotion, and a sense of discovery.

“I love that art is so personal and that it allows people to connect to specific events or life achievements,” said founder and CEO of Tappan Collective, Chelsea Neman Nassib. “Whether it’s the first piece for your new office or a piece for a nursery, art can evoke emotions around where you were in your life when you found a piece, or inspire you for that next stage. I am so happy to partner with Nordstrom and provide this unique experience for customers to be able to shop Tappan Collective in person across the US and in Canada.”

In addition to Tappan Collective’s artwork, the shop will feature a gallery inspired gift shop filled with home décor from Dada Daily, Rose Greenburg, and Bodha, toys and books from Areaware and Chronicle Books, and DIY kits and art supplies from Faber-Castell, Wool and the Gang, Three by Three, Poketo and many more. Whether you’re an artist or an art lover, a budding finger painter, or someone who draws for fun, Pop-In@Nordstrom x Tappan has something that will excite the artisan in all of us.

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, August 26.

Pop-In@Nordstrom x Tappan Collective features products from additional brands including:

- Areaware
- Bodha

- Chronicle Books
- Chunks
- Dada Daily
- Faber-Castell
- Katie Kimmel
- Le Puzz
- Moglea
- Outsider Supply
- Poketo
- Pottery with a Purpose
- Rex Design
- Rose Greenberg
- Three By Three
- Venessa Arizaga
- Wool and the Gang

Pop-In@Nordstrom x Tappan Collective is available in nine Nordstrom locations and online at Nordstrom.com/pop from August 26 through October 2.

- Bellevue Square, Bellevue, WA
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, ON
- Domain Northside, Austin, TX
- Downtown Seattle, Seattle, WA
- Michigan Avenue, Chicago, IL
- New York Flagship, New York, NY
- NorthPark Center, Dallas, TX
- South Coast Plaza, Costa Mesa, CA
- Valley Fair, San Jose, CA

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transition every four to six weeks to offer a new shopping experience and a 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 (SVP of Creative Merchandising). 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, Casper, Converse, Disney, Everlane, Gentle Monster, goop, Hanes, HAY, Levi's, Liberty London's Flowers of Liberty collection, Marimekko, Nike, Opening Ceremony, Poketo, rag & bone, Smiley, 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 TAPPAN COLLECTIVE

[Tappan Collective](#) is a leading digital platform revolutionizing the art industry with a unique mission to connect leading emerging artists with new and seasoned collectors across the world.

Founded in 2012 by **Chelsea Neman Nassib**, Tappan Collective was born out of a fundamental need to help emerging contemporary artists to reach a wider audience and have since continued to nurture these creatives by guiding them to industry recognition as the artists of tomorrow. Tappan Collective's mission to connect promising up-and-coming artists and their collectors has opened up possibilities for both sides alike to explore their sense of personal identity while creating new avenues of distribution.

Over the last decade, Tappan has established itself as a leading source for individual collectors and designers to find their next art investment and reinvented the approach to discovering and collecting contemporary art in the industry beyond the traditional art paradigm.

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