

NEW CONCEPTS@NORDSTROM LAUNCHES CONCEPT 016: PANGAIA; A CLIMATE POSITIVE RETAIL EXPERIENCE

TORONTO, ON - February 10th, 2022 - New Concepts@Nordstrom is pleased to announce Concept 016: PANGAIA. Developed and designed in partnership with materials science company, PANGAIA, the shop marks the first physical retail experience in North America for the brand.

Concept 016 will highlight the world of PANGAIA through an immersive shop, rooted in innovation and exploration. The retail experience takes cues from the brand's core values and commitment to 'high tech naturalism'.

The shop will feature a range of products for adults and kids that speak to the brand's focus on innovation through science and high tech naturalism. Products featured in the shop include 365 core offerings, denim, and FLWRDWN™, as well as an exclusive collaboration with VANDYTHEPINK and range from \$40 to \$430 CAD.

PANGAIA will work closely with Nordstrom to create a space that is climate positive, measuring and offsetting the entire carbon footprint (plus 10%) of the retail experience, while accounting for employee commuting, material use, material transport, site electricity, and heating.

"We are honored that PANGAIA has chosen Nordstrom as their first North American retail partner and look forward to introducing their offering to our customers," says Sam Lobban, SVP of Designer and New Concepts at Nordstrom. "We have long admired the brand's commitment to creating products rooted in innovation and science and are committed to reducing the environmental impact of our business through projects like Concept 016."

With clear focus on continuing the brand's work of de-mystifying science, Concept 016 will transport visitors on a journey of discovery across the multiple facets of PANGAIA. The retail space has been designed in an inviting circular format that is both airy and functional. The brand's vibrant, colourful visual language is brought to life within the space with guests able to learn about the technologies and material innovations harnessed by PANGAIA. To further tie back to the scientific roots of the brand, in select locations storage for the retail space has been built in the format of a periodic table.

Concept 016 is part of PANGAIA's latest initiative, PANGAIA Pact which exemplifies the brand's focus on becoming earth positive and driving a purpose and impact led business model. PANGAIA Pact is built on alignment between both parties, harnessing common earth positive goals and a way of working with partners - to drive a greater combined impact across 3 key pillars - Carbon Neutrality, Circularity and Purpose.

"We are happy to be entering physical retail in North America with such an iconic and forward-thinking partner as Nordstrom. Positive change comes from the collective behaviour of people and businesses alike, and our partnership with Nordstrom is no exception; through our shared values, our carbon neutral store experience, combined philanthropic action and active communities, we look forward to showcasing materials innovations and breakthrough solutions – in the most accessible way possible" - The PANGAIA Collective

PANGAIA partners with the world's leading research institutions, laboratories, and scientists to bring to life the latest problem-solving innovations in materials science. The brand's ethos of 'high tech naturalism' involves taking the abundance of nature and infusing it with high tech yet sustainable processes to augment functionality. This brings out the best in nature, through science, and enables the creation of innovative material solutions that utilize waste in a more effective way.

PANGAIA was developed to shine a light on the brand's core technological advances, including proprietary technology and trademarks such as C-FIBER™, PPRMINT™, FLWRDWN™, PANettle™, and PANhemp™.

C-FIBER™ - a unique fusion of eucalyptus pulp and seaweed powder, **C-FIBER™** harnesses the harmony and natural power of both the Earth and Ocean and offers an alternative to regular cotton.

FLWRDWN™ - alternative to synthetic and animal down made from natural, dried wildflowers. It's taken over 10 years to develop this breakthrough material which keeps you warm... without harming animals.

PPRMINT™- trademark technology which covers each fabric fiber with natural peppermint oil and helps our customers keep their clothes fresher for longer – saving water, energy, and time without leaving any scent behind.

PANettle™ - a unique blend of wild Himalayan nettle and organic cotton, created using a left hand twill for added softness, and treated with PPRMINT™ oil to help keep the fabric fresher for longer. This is the first time selvedge denim has been made with Himalayan nettle.

PANhemp™ - Made using the hemp, organic cotton, natural Indigo dye and PPRMINT™ oil, this denim material blend is entirely plant-based. Hemp grows well without pesticides, additional watering and yields 3x more fiber than cotton per acre.

PANGAIA products qualify for Nordstrom's [Sustainable Style](#) category, which makes it easy for customers to find and shop products that are made with sustainably sourced materials and ingredients, are responsibly manufactured or packaged and give back. Nordstrom aims to ensure 15% of its product assortment qualifies for Sustainable Style by 2025. PANGAIA products are crafted using innovative, sustainable materials that are manufactured to be OEKO-TEX® Standard 100 Certified. For more information on Nordstrom's environmental sustainability and corporate social responsibility please visit [NordstromCares.com](#).

Nordstrom has a goal to donate \$1 million by 2025 to support industry innovation for textile recycling. In support of this goal, Nordstrom will make a donation to Fibershed, a nonprofit that develops equity-focused regional and land regenerating natural fiber and dye systems. As part of Concept 016, PANGAIA will make a contribution to the Tomorrow Tree Fund, an organization whose work supports grassroots NGOs with a commitment to plant, protect and restore 1 million trees around the globe.

Concept 016: PANGAIA is available online starting February 10 through early May at [Nordstrom.ca/NewConcepts](#) as well as Nordstrom Pacific Centre (Vancouver, BC, Canada).

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About New Concepts

New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands, as these unique collections come to life in the custom-built environments at our flagship stores and online. The ongoing series of digital and physical pop-up shops invite customers to discover the newest products through exclusive partnerships.

About Sam Lobban

Sam Lobban, SVP of Designer and New Concepts at Nordstrom supports all designer merchandise categories across men's, women's and kids. Sam started his retail career on the sales floor at Selfridges, where he was promoted to various merchant roles before joining Mr. Porter, where he led the designer capsule collection strategy for the retailer. In June 2018, Sam joined Nordstrom as the Vice President of Men's Fashion to support merchandising alongside working with various teams to push forward marketing, content development, store environment and the shopping experience for menswear. Sam

was subsequently promoted to SVP of Designer and New Concepts in 2020 and was recently named as part of the CFDA/Vogue Fashion Fund selection committee.

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 digital-first platform 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 PANGAIA

PANGAIA is a materials science company on a mission to save our environment. We are a global collective of one heart and many hands - scientists, technologists, designers - creating essential products from innovation tech and bio-engineered materials.

Contacts

Lauren Adey | Canada PR Manager

☎ [416.254.2569](tel:416.254.2569) ✉ lauren.adey@nordstrom.com

Christina Tourloukis | Brand Public Relations Coordinator

☎ [416.219.7609](tel:416.219.7609) ✉ christina.tourloukis@nordstrom.com