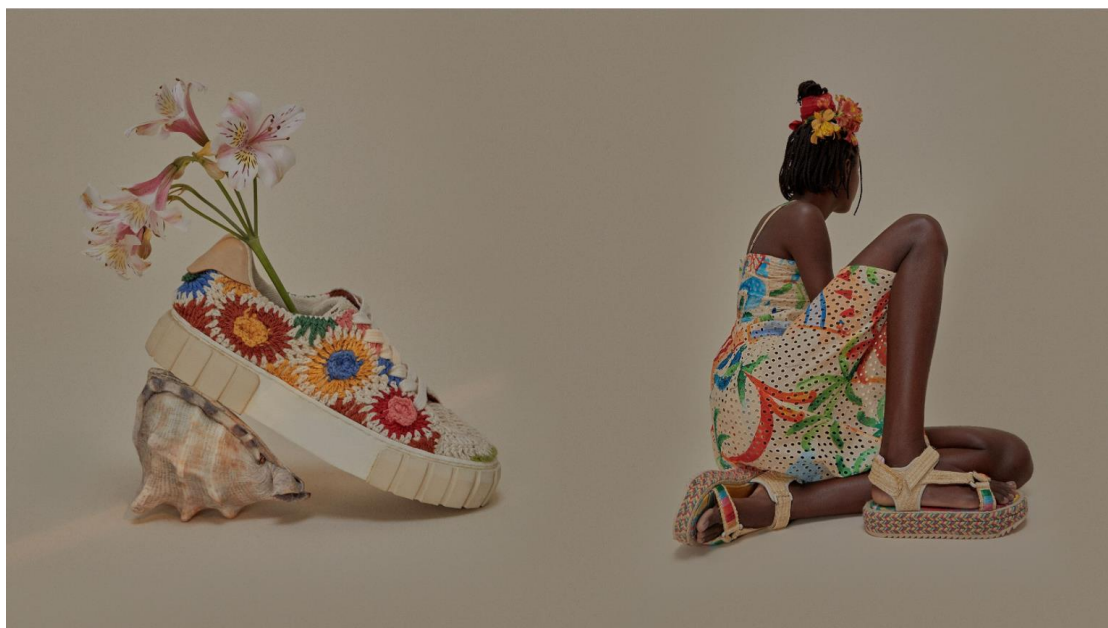


## WALK IN HAPPINESS WITH FARM RIO SHOES

*Brand Launches Its First Footwear Collection In Partnership With Nordstrom*



**FARM Rio**, the Brazilian fashion and lifestyle brand, is expanding their vibrant offering with the launch of their first shoe collection globally. Debuting exclusively in the U.S. in partnership with Nordstrom, the collection will feature artisanal detailing, such as embroidery, beads and crochet, and will bring the brand's colorful and joyful ethos to footwear styles, including sneakers, sandals and mules.

Designed to be a bold addition to the wardrobe of print-lovers everywhere, FARM Rio shoes are 100% vegan, made in Brazil and come wrapped in a bag made from the brand's leftover fabric. The initial selection of tropical prints and colors also embodies FARM Rio's signature style, inviting guests to dress in happiness from head to toe, whatever the season. Shoes range in price from \$145 to \$395.

To celebrate the launch of FARM Rio at Nordstrom, customers are invited to visit an exclusive pop-up at the Nordstrom NYC Flagship from April 4<sup>th</sup> to May 1<sup>st</sup>. The pop-up will evoke the colors and tropical elements of Brazilian street markets, with fruits and flowers to clothes and accessories, transporting shoppers to a warm and happy place.

The new collection is available at 60 Nordstrom locations across the U.S. and [Nordstrom.com](https://www.nordstrom.com), at FARM Rio stores and at [FARMRio.com](https://www.farmrio.com) starting April 4<sup>th</sup>.

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### ABOUT FARM RIO

FARM Rio is a global fashion and lifestyle brand that captures the true essence of Brazil. Using a playful mix of proprietary prints and radiant colors and textures, FARM Rio inspires a well-lived life - one of authenticity, vibrancy, and natural beauty. Founded by Katia Barros and Marcello Bastos in 1997 as a small booth at a marketplace in Rio, the brand has grown into a household name in Brazil, with over 2,000 employees and 80 stores across the country - and now in the U.S., with flagship stores in Soho, New York, and Miami, Florida, as well as summer pop-ups in Los Angeles and Montauk. Keep up with FARM Rio at [FARMRio.com](https://www.farmrio.com) or on [Instagram](https://www.instagram.com/farmrio) and [Facebook](https://www.facebook.com/farmrio).

Since its U.S. launch in 2019, FARM Rio's journey has prioritized its sustainable initiatives. For every online and in-store purchase, including through authorized retailers, FARM Rio donates one tree to be planted in Brazil's biomes in partnership with One Tree Planted. The brand has already planted more than half a million trees and has been 100% Carbon Neutral since 2021.

## **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.