

NORDSTROM

OPEN EDIT DEBUTS WORKING GIRL, A FALL FASHION CAMPAIGN STARRING RAIN SPENCER



FOR IMMEDIATE RELEASE

SEATTLE, September 14, 2026 - Open Edit, Nordstrom's exclusive contemporary brand unveils its new Fall 2026 campaign, *Working Girl*, starring actress Rain Spencer. The partnership marks the first time Open Edit has featured celebrity campaign talent, a milestone moment for the label as it continues to grow and connect with customers.

Known for her roles in *The Summer I Turned Pretty*, and *Good Girl Jane*, Rain Spencer stars in a campaign that captures the confidence of a generation that refuses to choose, entering the workforce, a weekend rendezvous, or owning the room, always dressing with intention rather than limitation. Shot on location at a mid-century home in La Crescenta, California, the campaign evokes a mood of warmth and confidence balanced with organic architectural forms, framing the imagery in quiet strength. The looks styled in the campaign channels modern power dressing with strong proportions, sleek leathers, layered textures, and relaxed suiting, offering a confident, versatile take on everyday decadence.

The campaign will appear across CTV, TikTok, Pinterest, and Meta, along with organic on-site content.

Developed by Nordstrom's in-house design team, the Open Edit Fall 2026 collection is rooted in style forward wardrobe staples from effortless suiting separates crafted in Icon twill and Curator crepe, super soft cozy knits, satin skirts and tops featuring lace trim details, faux leather statement pieces, sleek high-heeled boots and more. Open Edit offers a full range of apparel, footwear,

accessories and jewelry designed for effortless versatility. Prices range from \$19–\$200. The collection is available now at Nordstrom stores nationwide and on Nordstrom.com.



LINK TO CAMPAIGN IMAGERY [HERE](#)

Open Edit is a Nordstrom Made brand, offering modern, trend-forward pieces crafted from high-quality materials for everyday versatility.

ABOUT NORDSTROM:

At Nordstrom, Inc., we strive 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 nearly 400 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites.

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