

NORDSTROM

Nordstrom NYC Unveils Holiday Decor and Welcomes Santa Claus on Black Friday

The NYC Flagship Makes Merry with Expansive 7-Floor Holiday Decor Reveal Including Magical In-Store Snowfall and 50 Miles of Twinkling Lights



WHAT:

In keeping with the 120-year-old tradition of celebrating one holiday at a time, Nordstrom NYC officially unveiled its in-store holiday decorations today, November 26. This year the flagship houses 7 floors of uniquely-Nordstrom decor and artisanal gifting pop-ups, with enough twinkling lights to encircle Manhattan nearly 3 times. The flagship once again is the one-stop destination for gifting, festive experiences, and unparalleled decor - from life-sized ornaments descending from ceilings to a forest of holiday trees and in-store magical snowfall, everyday.

Holiday Decor

With a crew of nearly 100 Nordstrom team members the 320,000 square-foot, 7-floor flagship decked the halls with:

- 253,000 feet of twinkling lights
- 700+ Scandinavian-inspired ornaments
- 150 trees
- 150 hanging chandeliers, snowflakes, and candle wreaths
- 120 column wraps adorned with hanging sconces
- 50 illuminated branches

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- 20 wall-mounted sculptures
- Seven 11-foot-tall Nutcrackers
- One vintage Santa sleigh

In addition, red and white lights will illuminate gold metallic trees in the retailer's stunning waveform glass façade on 57th Street.

Santa's Snow Show

This season, Santa and his elves return to take up residency at Nordstrom NYC throughout the holiday season. Beginning today, November 26, customers are invited to participate in a daily "Santa Snow Show" with the jolly old elf and a magical in-store snowfall at 2pm and 6pm along the store's escalator. The Brooklyn United Music and Arts Program drumline will join Santa from Thursday to Sunday each week. Children can drop off a handwritten letter at a dedicated mailbox at the Nordstrom NYC Flagship and receive a personalized response starting November 26.

WHEN:

Friday, November 26th

Holiday Decor Reveal

10am

Santa Snow Show*

2pm and 6pm

*daily from Nov. 26 to Dec. 24.

WHERE:

Nordstrom NYC Flagship

225 West 57th Street

New York, NY 10019

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PRESS CONTACTS:

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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

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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.