

POP-IN@NORDSTROM CELEBRATES Disney MICKEY & FRIENDS

Pop-In@Nordstrom celebrates friendship with Disney's Mickey and Friends, featuring limited edition-pieces and iconic treasures that everyone will love

SEATTLE (July 23) – Pop-In@Nordstrom is celebrating friendship with Disney through Disney's 'Mickey & Friends Stay True: The Style of Friendship' campaign with a one-stop shop featuring a unique assortment of handpicked and custom-made treasures. For the first time in the US, consumers will be able to shop pre-owned and upcycled apparel carefully curated by Nordstrom, along with a collection of limited-edition pieces all inspired by the unique personalities and friendship styles of each member of the Sensational Six crew - Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, Pluto and Goofy. With more than 1000 original items to discover, Nordstrom invites customers to step into the world of Mickey & Friends with this limited-time shop launching on July 23rd in select Nordstrom stores and online at Nordstrom.com/pop.

"I've always loved the nostalgia of Disney, and the characters they've created. Those characters were each of our friends from generation to generation." said Olivia Kim, VP of Creative Projects and Home at Nordstrom. "Friendship is something that is always worth celebrating, and what better way to celebrate than being with our friends including Mickey, Minnie and the whole gang. As our customers immerse themselves into the iconic and wonderful world of Disney's Mickey and Friends that we have brought to life at Nordstrom through this partnership, we hope they will find joy in discovering some timeless treasures from pre-loved and upcycled t-shirts to all the everyday products featuring their favorite classic characters."

Pop-In@Nordstrom Celebrates Disney Mickey & Friends will house a selection upcycled apparel featuring a range of bespoke products created from pre-owned Disney pieces along with additional non-vintage fashion choices from top brands like Levi's, Crocs and Champion. Customers can accessorize with phone cases by CASTEiFY, hats by Love Your Melon, or pieces by Diamond Supply Co., and Herschel, all adorned with their favorite characters.

For customers looking to bring the playful nostalgia of Disney into their homes, the shop will also offer an array of kitchen, décor, and lifestyle products from some of the most beloved including Society6, Barefoot Dreams, Basin Bath, Dose of Colors, USAOpoly, Select Brands and more. No matter what customers come across at Pop-In@Nordstrom Celebrates Disney Mickey & Friends, they are guaranteed a smile and treasures that they can share with their friends forever.

"For generations, Mickey and his friends have been an example of genuine friendship, showcasing what it means to stay true to yourselves and one another," said J.D. Edwards, Senior Vice President of Third-Party Commercialization at Disney Consumer Products, Games and Publishing. "Through our collaboration with Nordstrom, we have created the opportunity to tell compelling friendship stories through a unique shopping experience and bespoke product that fans of all ages can enjoy."

HERE is a link to product and editorial imagery – shop images will be available on launch day, July 23.

Pop-In@Nordstrom Celebrates Disney Mickey & Friends features brands including:

- Barefoot Dreams
- Bitty Boomers
- Basin Bath
- CASETIFY

- Ceaco
- Champion
- Crocs
- Diamond Supply Co.
- Dose of Colors
- Herschel
- Innovative Designs
- Jelly Belly
- Levi's
- Love Your Melon
- Popsocket
- Select Brands
- Society6
- Stance
- Super 7
- Squishmallow
- Taschen
- Touchland
- USAOpoly

Pop-In@Nordstrom Celebrates Disney Mickey & Friends is available in nine Nordstrom locations and online at Nordstrom.com/pop from July 23 through September 12:

- Bellevue Square, Bellevue, Wash.
- CF Pacific Centre, Vancouver, B.C.
- CF Toronto Eaton Centre, Toronto, Ont.
- Domain Northside, Austin, Texas
- Downtown Seattle, Seattle, Wash.
- Michigan Avenue, Chicago, Ill.
- NorthPark Center, Dallas, Texas
- South Coast Plaza, Costa Mesa, Calif.
- Nordstrom NYC Flagship, New York, NY

Customers who shop at one of the Pop-In locations may receive an exclusive Mickey & Friends tote as a gift with purchase. A limited quantity is available in stores while supplies last. Pop-In@Nordstrom will also be offering live and complimentary chain stitching on the totes, and an array of other Mickey & Friends merchandise on Saturday, July 31 from 12pm to 5pm at all Pop-In locations.

ABOUT POP-IN@NORDSTROM

Launched in October 2013, Pop-In@Nordstrom is an ongoing series of themed pop-up shops that transitions every four to six weeks to offer a new shopping experience and 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 (Vice President of Creative Projects). In her role, Kim focuses on creating energy, excitement, and inspiration throughout the retailer's national locations. PopIn@Nordstrom partnerships have included: Aesop, Allbirds, Alexander Wang, Casper, Converse, Everlane, Gentle Monster, goop, Hanes, HAY, Liberty London's Flowers of Liberty collection, Nike, Opening Ceremony, Poketo, rag & bone, 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 'MICKEY & FRIENDS STAY TRUE: STYLE OF FRIENDSHIP'

'*Mickey & Friends Stay True*' is a global campaign that launched on International Friendship Day (July 30) of 2020. Mickey and his friends are an electric group of relatable characters who remind us just how important friends are. This year, under the campaign name '*Mickey & Friends Stay True: The Style of Friendship*,' we are celebrating this iconic friendship group once again by spotlighting their enduring and inspiring friendship and by encouraging fans of all ages to share their unique styles of friendships, just like Mickey & Friends.

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