

**GANNI AND NORDSTROM PRESENT FOUR WEEKS OF RESPONSIBLE HAPPENINGS  
AS PART OF THE RETAILER'S NYC FLAGSHIP CENTER STAGE PLATFORM  
LAUNCHING MARCH 29**



Danish fashion brand GANNI is excited to announce the launch of a month-long pop-up shop installation and program of events created exclusively for the Nordstrom NYC Flagship as part of their rotating Center Stage platform. The shop runs from March 29- May 2 and features activities and storytelling around GANNI's key responsibility projects and brand values.

Customers are invited to explore and shop GANNI's spring 2021 collection, including clothing, shoes, accessories, and handbags. To celebrate the partnership, GANNI has created three exclusive Smiley Face hoodies for Nordstrom made from certified recycled polyester and organic cotton.

The immersive in-store experience welcomes Nordstrom customers to step into the world of GANNI and learn more about GANNI's journey in being a more responsible brand through their products and sustainability goals, including the [GANNI Gameplan](#), a strategy launched in 2020 to take a holistic approach to responsibility focusing on People, Planet, Product and Prosperity, with 44 goals to reach by 2023.

As part of the Center Stage launch, GANNI is highlighting its responsibility efforts through partnerships with creatives such as artist Hayley Blomquist, stylists Mecca James-Williams and Ian Bradley, photographer Carlotta Kohl to name a few. GANNI will run a series of events and social programming and encourages customers to get involved. Kicking off with their 4 Responsible R's, each week will have a new theme: Rediscover, Recycled, Repair and Rewear.

**REDISCOVER: March 29-April 7**

In celebration of the NYC Nordstrom flagship store GANNI will be curating a guide to rediscover up-town New York in collaboration with New York-based model and photographer Carlotta Kohl. The @GANNI.guide started out as a dedicated Instagram account where the brand highlighted cool hangouts and things to do in their hometown of Copenhagen, but soon became a much loved international guide to the cities that are home to their flagship stores. The Nordstrom x GANNI guide

will be an exploration of the up-town New York we love and is all about rediscovering the city after last years' lockdown.

**RECYCLE: April 8-14**

Join [@Nordstrom](#) as NYC-based GANNI Girls Hedi Stanton and Jeannie Jay Park explore and highlight all responsible materials in the current GANNI collection including recycled polyester, organic cotton, LENZING™ ECOVERO™, a viscose alternative and many more. GANNI x Center Stage consists of 62% responsible products, meaning products are made with recycled, organic, and certified materials.

**REPAIR & REPURPOSE: April 15-17**

GANNI x Center Stage will offer an in-store repairs and customization station hosted by NYC artist Hayley Blomquist where you can bring your new and old GANNI items and give them new life by having them customized with exclusive GANNI patches or repair garments that need some extra care. Customizations will be done free of charge.

**REWEAR: April 22-30**

NYC-based stylist Mecca James-Williams will share how to style and reinvent your GANNI wardrobe from season to season. Join in on [@Nordstrom](#) to get inspiration on how to rewear your beloved wardrobe pieces in new ways.

In addition to Center Stage at the Nordstrom NYC Flagship, an extended GANNI merchandise assortment, including the three exclusive responsibly-made hoodies will be available at [Nordstrom.com](#) and the following Nordstrom locations beginning on March 29:

- Nordstrom Downtown Seattle
- Nordstrom Oakbrook Center in Oakbrook, IL
- Nordstrom South Coast Plaza in Costa Mesa, CA
- Nordstrom Topanga Plaza in Canoga Park, CA
- Nordstrom Fashion Valley in San Diego
- Nordstrom King of Prussia in King of Prussia, PA
- Nordstrom NorthPark Center in Dallas
- Nordstrom Aventura in Aventura, FL
- Nordstrom Pacific Centre in Vancouver, BC
- Nordstrom Yorkdale Shopping Centre in Toronto, ON

Many products made by GANNI 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. For more information on environmental sustainability and corporate social responsibility at Nordstrom, please visit [NordstromCares.com](#).

Editor's Note: Campaign imagery, shop photos and product shots are available at [Nordstrom.com/pressroom](#).

## **ABOUT GANNI**

Based in Copenhagen and owned and run by husband-and-wife team Creative Director Ditte Reffstrup and Founder Nicolaj Reffstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style full of personality and contrasts. GANNI is all about making our community who wear our clothes feel even more confident and capable of anything. For us, acting responsibly is a moral obligation. We are on a journey to minimize our social and environmental impact and strive to be a more responsible version of ourselves everyday. In 2020, we launched our GANNI Gameplan setting ourselves 44 tangible goals to be reached by 2023 across four main pillars; People, Planet, Product and Prosperity.

GANNI has offices in Copenhagen, Stockholm, London and New York and is represented in more than 600 of the world's top tier retailers as well as 25 GANNI concept stores across Europe, and the United States. [GANNI.com](http://GANNI.com) delivers internationally to 33 countries including Australia, Canada and South Korea.

[www.ganni.com](http://www.ganni.com)

## **ABOUT NORDSTROM**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 358 stores in the U.S. and Canada, including 100 Nordstrom stores; 249 Nordstrom Rack stores; two clearance stores; and seven Nordstrom Local service hubs. Additionally, customers are served online through [Nordstrom.com](http://Nordstrom.com), [Nordstrom.ca](http://Nordstrom.ca), [Nordstromrack.com](http://Nordstromrack.com), [HauteLook.com](http://HauteLook.com) and [TrunkClub.com](http://TrunkClub.com). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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