

POP-IN@NORDSTROM × PACKAGE FREE

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Pop-In@Nordstrom partners with Package Free to help make the world more zero waste and less trashy

SEATTLE (March 26) – It has never been more convenient to go green. Pop-In@Nordstrom is partnering with Package Free to help make the world less trashy by curating a one stop shop with affordable zero-waste versions of everyday essentials. Pop-In@Nordstrom x Package Free invites customers to live a trash free life by offering natural and plastic free products and making sustainable living easy and accessible. The limited time shop launches on March 26 in select Nordstrom stores and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop).

“Taking better care of our planet is something that has always been personally important to me, and I’m excited for the opportunity to bring a curation of sustainable everyday solutions to Nordstrom through our partnership with Package Free Shop,” says Olivia Kim, VP of Creative Projects. “As we approach Earth Month, there’s no better time to encourage our customers to go down a more [sustainable](#) path and help them discover products that make it easy to get there. We know our customers want to support brands with strong values that help create positive change and we hope this shop will inspire them to learn about new ways to live a more trash free life.”

Pop-In@Nordstrom x Package Free is the perfect place to discover swaps for your favorite products, from beauty and grooming to kitchen, cleaning and kid stuff. With a large offering of earth-friendly everyday essentials such as detergent to floss, makeup, shampoo bars, cleaning spray, utensils, cloth napkins, plastic free coffee cups, dish washing brushes and everything in-between, the shop has what you need to live more sustainably. Founded by environmental activist Lauren Singer in 2017, who went viral for fitting 9 years of trash in a single Mason jar and creating the zero-waste resource *Trash Is for Tossers*, Brooklyn based Package Free offers sustainable, non-toxic and plastic-free products for every part of life, working with brands to reduce their waste along the way.

“Since day one, Package Free’s mission has been to make the world less trashy. When you swap products used daily for a Package Free alternative, it’s easier than ever to cut down on plastic and individual waste and create a more livable future for all,” says Lauren Singer, founder and CEO of Package Free. “We’re extremely excited to partner with a brand that shares our goal of a sustainable product landscape and mission of making the world a better place not just through the products on the shelves, but also in the actions taken. The Pop-In@NordstromxPackage Free couldn’t come at a more salient moment, especially with Earth Month around the corner.”

Offering all-in-one starter kits like the zero-waste period kit, zero-waste lunch kit, and zero-waste laundry kit, Pop-In@Nordstrom x Package Free is here to make it easier to start going down the path of being trash free. Three Pop-In@Nordstrom locations (NYC, Seattle, South Coast Plaza) will offer bulk refills for deodorant, detergent, and bodywash so customers can stock up on package-free essentials.

In honor of Earth Month and Nordstrom’s partnership with Package Free, Nordstrom has provided [GrowNYC](#), with a one-time grant to support zero waste programs. The organization operates on the mission of improving New York City’s quality of life through environmental programs that transform

communities and empower New Yorkers to secure a clean and healthy environment for future generations.

[HERE](#) is a link to product and editorial imagery – shop images will be available on launch day, March 26.

Pop-In@Nordstrom x Package Free is available in nine Nordstrom locations and online at [Nordstrom.com/pop](https://www.nordstrom.com/pop) from March 26 to May 9:

- 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

The partnership between Nordstrom and Package Free highlights the two companies' shared value of environmental sustainability. Nordstrom remains committed to decreasing its environmental impact by making better choices in procurement, manufacturing, packaging and design. In 2019, Nordstrom diverted 73.1% of its waste from landfills through recycling and composting. Most Package Free products 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 qualify for Sustainable Style by 2025. For more information on environmental sustainability and corporate social responsibility at Nordstrom, please visit [NordstromCares.com](https://www.nordstromcares.com).

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 PACKAGE FREE

[Package Free](#) is the one-stop-shop for zero waste versions of everyday essentials. From beauty and cleaning to pet and baby products, we're making sustainable, non-toxic, and plastic free products more convenient and affordable. Founded by Lauren Singer, a pioneer of the Zero Waste movement, we not only sell products that help eliminate plastic and reduce waste, we aim to not produce waste either. Since day one, our mission has been to make the world less trashy and our principles have guided us every step of the way. Learn more at www.packagefreeshop.com.

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