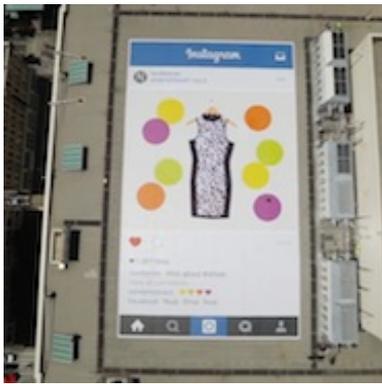


IN-STORE

Nordstrom goes big with rooftop Instagram installation to promote sale

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Instagram installation on Nordstrom's roof

By STAFF REPORTS

Department store chain Nordstrom is reminding consumers to check out its summer sale with a quirky but somewhat popular summer trend that has the brand creating a giant, 3D installation on its roof.

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For the unique effort, Nordstrom chose to depict its Leith leopard-print body-con dress, which is actually available at the Anniversary Sale, as part of a large-scale Instagram post. Creating unexpected visual projects can capture consumers' attention and help keep them interested in the brand and its promotion.

Above and beyond

For this installation, Nordstrom created a 55-foot version of the Leith leopard-print body-con dress along with a 25-foot long actual wooden hanger. The installation includes Instagram's classic blue logo and a comment from Nordstrom saying "Wild about #NSale."

Taking the project even further, Nordstrom had the entire installation filmed by drone cameras so that consumers can participate in the experience from a distance. The

department store chain posted live updates on its social media accounts so that consumers could follow the process carefully.



A woman walks on the roof wearing the dress depicted in the installation

Ultimately, Nordstrom created a time-lapse video highlighting the installation. Taking the project full-circle, the department store chain then shared that video on its own Instagram page.

Surprisingly, Nordstrom is not the first department store chain that has chosen to use the roof of the store for an artistic installation. Only a few weeks ago, British retailer Harrods celebrated the start of its summer sale with a large optical illusion artwork on its roof.

The department store revealed the giant 3D work of art on June 25, two days before the start of its summer sale on June 27. The piece was designed by street artist Joe Hill and imagined an inside look into the luxury merchandise available on the floors below ([see story](#)).

Nordstrom's project takes this concept to a new level by incorporating social media. This contemporary perspective will likely appeal to young consumers and inspire them to engage with the project on their own accounts.

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