

Nordstrom anniversary ambassadors handpick sale favorites

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Nordstrom has selected 6 influencers to act as anniversary ambassadors. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom has teamed with six influencers to usher in its annual Anniversary Sale July 21 through August 6.

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Nordstrom began marketing its Anniversary Sale on June 26 in the United States and Canada. To promote the sale to wide range of audiences, the retailer has teamed with six artists, designers and style makers who will serve as "anniversary ambassadors."

Anniversary picks

Nordstrom's anniversary ambassadors for the 2017 Anniversary Sale include Super Bowl champion, quarterback for the NFL's Seattle Seahawks and co-founder of Good Man Brand, Russell Wilson; model, body activist and lingerie designer Ashley Graham; actor Taye Diggs; actress Hana Mae Lee; choreographer Keone Madrid and artist and textile designer Kindah Khalidy.

The department store chain aimed to select a diverse group of influencers who are each renowned in their field. The anniversary ambassadors are also passionate about what they do.

Nordstrom's six anniversary ambassadors will feature in an advertising campaign promoting the 2017 Anniversary Sale. The content produced, including video, will be shared across Nordstrom's social platforms, be placed in print and appear in out of home displays.

Anniversary Sale marketing will also be placed in Nordstrom store windows and on in-store displays.

In addition to appearing in marketing materials, the anniversary ambassadors will select sale picks from Nordstrom's Anniversary Sale catalog and online.

"I love the Nordstrom Anniversary Sale because you can find all of the quality brands you love at such great prices," said Ms. Graham in a statement for Nordstrom. "I like to shop investment pieces, like designer bags and shoes, and it's also a great time to stock up on well-fitting bras because they are the foundation of every outfit."



The six anniversary ambassadors will appear in in-store and online marketing. Image credit: Nordstrom

Nordstrom introduced its annual sale in the 1960s, and it is the retailer's largest event of the year, lasting for two weeks.

"Our Anniversary Sale is one of the most exciting Nordstrom events of the year for our customers," said Scott Meden, executive vice president and chief marketing officer at Nordstrom, in a statement.

"It's a sale like no other," he said. "We're thrilled to make it come to life with this campaign, and to showcase new arrivals from our hottest fashion brands in partnership with our ambassadors."

Last year's Anniversary Sale campaign was the first to feature anniversary ambassadors.

The effort for 2016 included actress Melissa McCarthy, Dallas Wings' point guard Skylar Diggins, actor and activist Rhi Blossom, activist Amy Sall, model Fernanda Ly, YouTuber Joey Graceffa and musician Jon Batiste ([see story](#)).

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