

APPAREL AND ACCESSORIES

## Nordstrom highlights children's wear with Maisonette

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*Maisonette curates special children's wear collection for Nordstrom. Image credit: Maisonette*

By STAFF REPORTS

Department store chain Nordstrom is catering to moms for the next month in partnership with children's retail platform Maisonette.

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As part of its in-house pop-up concept, Nordstrom will host a shop dedicated to baby and children's fashion and lifestyle. The shop, curated by Maisonette, will feature products for children aged from newborns up to five years old.

Maisonette pops in to Nordstrom

Pop-in@Nordstrom Maisonette will launch at select Nordstrom stores as well as online on Friday, May 24.

The store will feature more than 700 items, including brands such as Pehr, Les Gamins, Banwood Bikes, Paige Lauren, Minnow and Lucky Jade. Products include onesies, overalls, t-shirts, swimwear, sunglasses, purses and toys.

Maisonette's special Doodle Collection, named for children's first drawings, will be available in the shop. The collection is meant to represent all the way kids play with three prints meant to mix and match.



### *Maisonette comes to Nordstrom*

"As a new mom, I am always looking to Maisonette as a destination for the best of what's out there for children," said Olivia Kim, vice president of creative projects at Nordstrom, in a statement. "I am so excited to bring their curation of stylish clothing and accessories to some of our youngest, little customers.

"We can't wait to bring the brand to life through creating a fun and colorful shopping experience that both parents and kids will enjoy."

The children's retail platform also recently hired former Celine designer Karolina Petersson to helm its first foray into childrenswear.

Maisonette's Maison Mini private label features European-inspired clothing for kids ages 2 to 8. Designed by an in-house team, the collection is aimed at bringing style to parents at an accessible price point ([see story](#)).

"We've seen great success connecting with our customers through offline activations like pop-ups and our current multi-city brand tour. Nordstrom is a brand we've always admired, and we are thrilled to partner with them to introduce Maisonette to new markets," said Sylvana Ward Durrett, cofounder and CEO of Maisonette, in a statement.

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