

RETAIL

Nordstrom celebrates anniversary with interactive sales events

June 25, 2019



Nordstrom Rewards' 9.9 million members demonstrates consumer interest in loyalty programs. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is promoting its most prominent annual sales event happening online and in stores with a multichannel campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Starting July 19 at 12:30 p.m. ET, Nordstrom will be offering its most extreme deals as well as exclusive collaborations and activations to celebrate its anniversary. The event is meant to provide customers with one-of-a-kind experiences to maintain a healthy relationship with its loyal following.

"Anniversary Sale gives us the opportunity to deliver a one-of-a-kind experience for our customers," said Pete Nordstrom, co-president at Nordstrom, in a statement. "We're excited to wow our customers with fresh new merchandise from their favorite brands we hope to inspire them to stock up at incredible prices and shop early by becoming a Nordstrom cardmember."

Happy birthday Nordstrom

Nordstrom is focusing on a luxury sale experience with in-store and online activations to create a true birthday celebration.

The chain has developed a marketing campaign that focuses on dancers and models in a open art gallery studio, dancing to a remixed version of the song "Get Up" by Vernon Burch, recreated by DJ Premier.

In stores, Nordstrom will hold an Anniversary Sale Beauty Bash event throughout the United States and Canada with complimentary beauty services and a limited-edition tote with the purchase of \$125 or more in cosmetics. The department store will feature "Glam Up" days free samples, gifts with purchase and expert tips from brands such as M.A.C, La Mer, Jo Malone, Dior, Bobbi Brown and Kiehl's.

[View this post on Instagram](#)

Mark your calendar! Our Anniversary Sale is coming. #Nordstrom Cardmembers shop Early Access Friday, July 12 in store and online at 12:30pm ET. Everyone can shop Friday, July 19! Brand new arrivals ON SALE from Madewell, Topshop, Nike, Zella & more. Get all the details at the link in bio. #nsale

A post shared by Nordstrom (@nordstrom) on Jun 24, 2019 at 10:17am PDT

Instagram post from Nordstrom

Beyond beauty, Nordstrom will also provide free style advice from its Nordstrom Stylists, free shipping, curbside pickup and same-day delivery and access to one-hour hems and express tailoring services.

To support its successful loyalty program, Nordstrom will allow Nordy Club members early access to the sale, starting a full day ahead of the wider launch on July 18 at 12:30 p.m.

Those that sign up for a Nordstrom Retail or Visa card before July 10 will receive a \$60 bonus note. Icon cardmembers will be allowed to pre-shop in stores from July 9 to 11 and Ambassador cardmembers will be able to purchase sale items from July 10 to 11.

Retail group Nordstrom's sales dropped 4.7 percent in the most recent fourth quarter, but its fiscal 2018 results were up 2.3 percent year-over-year.

Nordstrom has been focusing on creating differentiated digital and physical experiences for customers, such as its Local concept and click-and-collect services. One-third of Nordstrom's total customer base in 2018, or 10 million customers, came to the retailer through multiple channels, a 6 percent growth from 2017 ([see story](#)).