

RETAIL

Nordstrom expands early access, adds virtual events to Anniversary Sale

July 27, 2020



The Nordstrom Anniversary Sale has been moved to August. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

Department store chain Nordstrom has announced the dates for its iconic Anniversary Sale, with early access starting as early as Aug. 4 depending on cardholder status.

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Nordstrom's Anniversary Sale opens to the public on Aug. 19 and ends for all shoppers on Aug. 30. Previews for the sale, which is known for discounting new fall merchandise before the start of the season, went live on July 24.

Anniversary adjustments

Due to the coronavirus pandemic, Nordstrom moved its Anniversary Sale from July to August.

Even with the delay, more than 10,000 items will be on sale spanning apparel, accessories, footwear, beauty and homewares. Luxury labels featured in this year's sale include Gucci, Fendi, Salvatore Ferragamo and Tom Ford.

For the first time, early access to the sale will be staggered by cardholders' Nordy Club status.

Icon cardmembers, which are an invite-only group ([see story](#)), have early access on Aug. 4, followed by Ambassadors and Influencers on Aug. 7 and 10, respectively. Insider cardholders can begin shopping on Aug. 13.

To keep shoppers engaged throughout the duration of the sale, Nordstrom will also share exclusive "daily deals" from Aug. 19 to Aug. 30. These items will be have even steeper discounts of up to 50 percent.



Nordstrom has redesigned its stores with new social distancing and health safety guidelines in place for customers and employees. Image credit: Nordstrom

In light of COVID-19, Nordstrom is also making other changes to the sale.

The retailer will host virtual styling events where its experts will share their top fashion and beauty sales picks, in addition to virtual or in-person styling sessions.

Nordstrom is also implementing enhanced cleaning and safety measures ([see story](#)), as well as touting its contactless curbside pickup service.

"While shopping may look a little different right now, one thing that isn't changing is our commitment to making this year's Anniversary Sale a great event for our customers," said Pete Nordstrom, president and chief brand officer at Nordstrom, in a statement. "We have worked to ensure selection, safety, accessibility and convenience however customers choose to shop with us."

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