



## Pop-In@Nordstrom 'Loves Italy' Launches a Special Series in Texas

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Nordstrom has launched the first of two phases of “We Love IT” in eight Texas locations with special pop-up series celebrating Italian fashion. 55 Made in Italy brands in apparel, accessories, jewelry, footwear, eyewear, perfumery and beauty. The “We Love IT” campaign is a partnership with the Italian Trade Agency. “Americans have always had a love affair with Italy – through the food, culture, and style and it is a perfect opportunity to highlight the fashion and lifestyle elements in partnership with the Italian Trade Promotion Agency (ICE),” said Olivia Kim, Nordstrom VP of Creative Project

On March 4, the long-awaited Pop-In@Nordstrom Loves Italy launched a special series in Texas. Curated by Olivia Kim, [Nordstrom](#) [2] VP of Creative Projects, the four themed shops will live at Nordstrom Galleria Dallas, Nordstrom Houston Galleria, Nordstrom Barton Creek Square in Austin and Nordstrom The Shops at La Cantera in San Antonio.

The Pop-Ins feature 55 Italian brands in apparel, accessories, jewelry, footwear, eyewear, perfumery and beauty. The launch marks the first time many of the brands are available for the first time ever



in the U.S.

“Americans have always had a love affair with Italy – through the food, culture, and style and it is a perfect opportunity to highlight the fashion and lifestyle elements in partnership with the Italian Trade Promotion Agency (ICE),” said Kim. “We have met so many incredibly talented designers from all over Italy who all have amazing stories to tell about their companies. We really just wanted see what was out there and be sure we could offer the range of Italian fashion, and it’s exciting to give these brands a platform to be exposed in the U.S. for the first time”

The Pop-In series is the pinnacle of the partnership, which began with product scouting in April 2015 when Kim and her team of buyers first evaluated 700 Italian companies. Only 140 made the first cut, and a further selection turned the number into 85. The short list was finalized last September in Milan, and Nordstrom placed orders with 55 companies.

“Fifty-five new brands venturing into the American market in a prestigious showcase like Nordstrom represents a significant success for this collaboration,” underlines Maurizio Forte, Director of ICE New York and coordinator of the network of ICE U.S. offices. “If the product sells well, these new brands could have the amazing opportunity to be picked up by Nordstrom beyond the Pop-In.”

The Pop-In will run throughout April 17 and includes a series of events dedicated to Italian lifestyle: food, culture, music. On March 10, there will be a launch party hosted by Olivia Kim and Bianca Brandolini d’Adda for Dallas fashion influencers.

The partnership with Nordstrom is part of “Piano Speciale USA” per fashion, supported by the Ministry of Economic Development to promote Italian exports of the fashion industry (apparel, footwear, leather and leather goods, eyewear, cosmetics and jewelry).

The plan, which provides funds for more than 20 million euro in the next two years, has ICE Agency and Confindustria with its Associations developing agreements with the most important U.S. retailers in the fashion sector, fairs and promotional events, incoming events in Italy and communication activities.

The first phase of the “WE LOVE IT” promotion, dedicated to Made in Italy products, launched as a fall campaign in all eight Nordstrom stores in Texas last September. This phase focused on highlighting existing merchandise from Italian brands and shopping events dedicated to customers.

During this second promotional phase, [Italian Trade Commission](#) [3](ITA) will again train Nordstrom salespeople to highlight the differentiators of the Made in Italy products, with special emphasis on the new designers offered through the Pop-In shops.

The latest statistics of the fashion industry, provided by the U.S. Department of Commerce, show that the exports of Italian apparel to the U.S. has reached 1.265 million euro in 2015, with a 11.8% growth compared to 2014; footwear and leather 2,207,000 euro (+15%) ; textiles 291 million euro (+12%) ; hides 250 million euro (+29%); cosmetics and perfumery 577 million euro (+22%); jewelry of the 581 million euro (+15%); eyewear 881 million euro (+23 %).

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#### Links

[1] <http://test.iitaly.org/files/popinnordstromlovesitaly1457379356jpg>

[2] <http://shop.nordstrom.com/>

[3] <http://www.italtrade.com/>