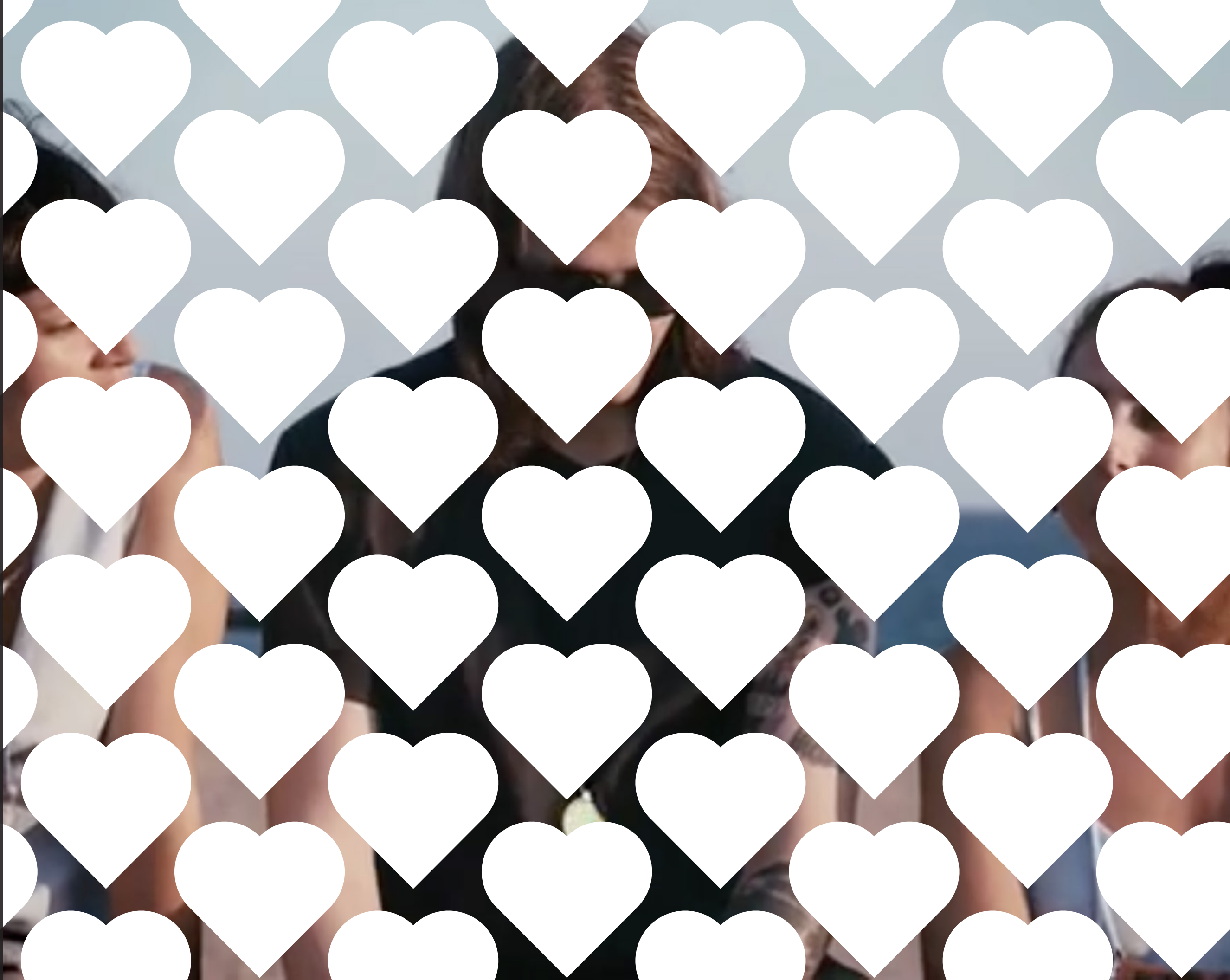


POP-IN@NORDSTROM

HEART
BREAKERS
II

FEBRUARY 12-MARCH 13

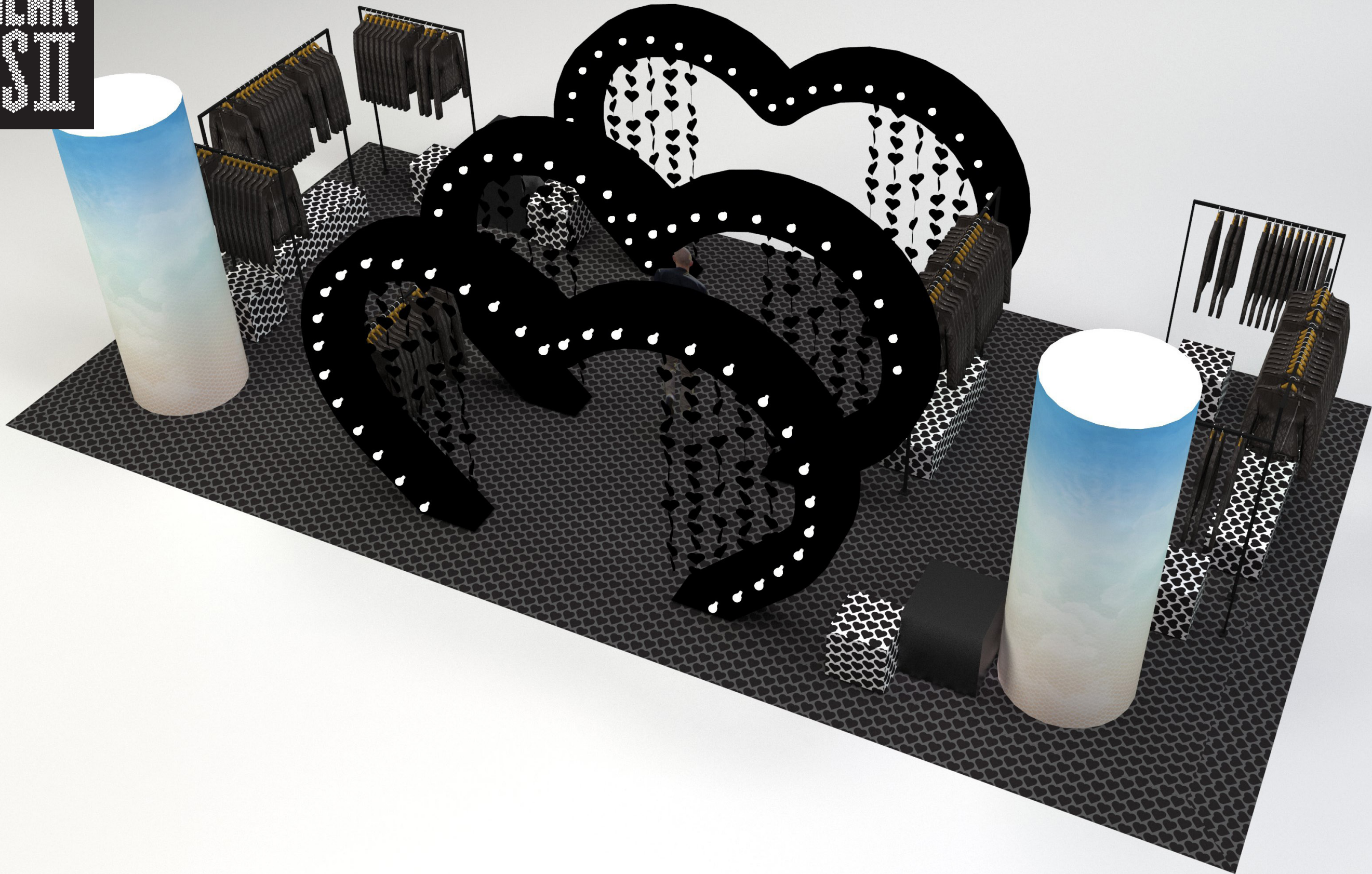
MENSWEAR HAS EVOLVED AND HEARTBREAKERS II IS YOUR INVITATION TO THE PARTY. THE SEQUEL TO OUR MENSWEAR-ONLY POP-IN BACK IN 2014, HEARTBREAKERS II RUNS FROM THE FRIDAY BEFORE VALENTINE'S DAY UNTIL MARCH 13, FEATURING EXCLUSIVE, LIMITED-EDITION, CAREFULLY CONSIDERED GARMENTS BY DESIGNERS YOU NEED TO KNOW.



POP-IN@NORDSTROM

HEART
BREAK
EAST

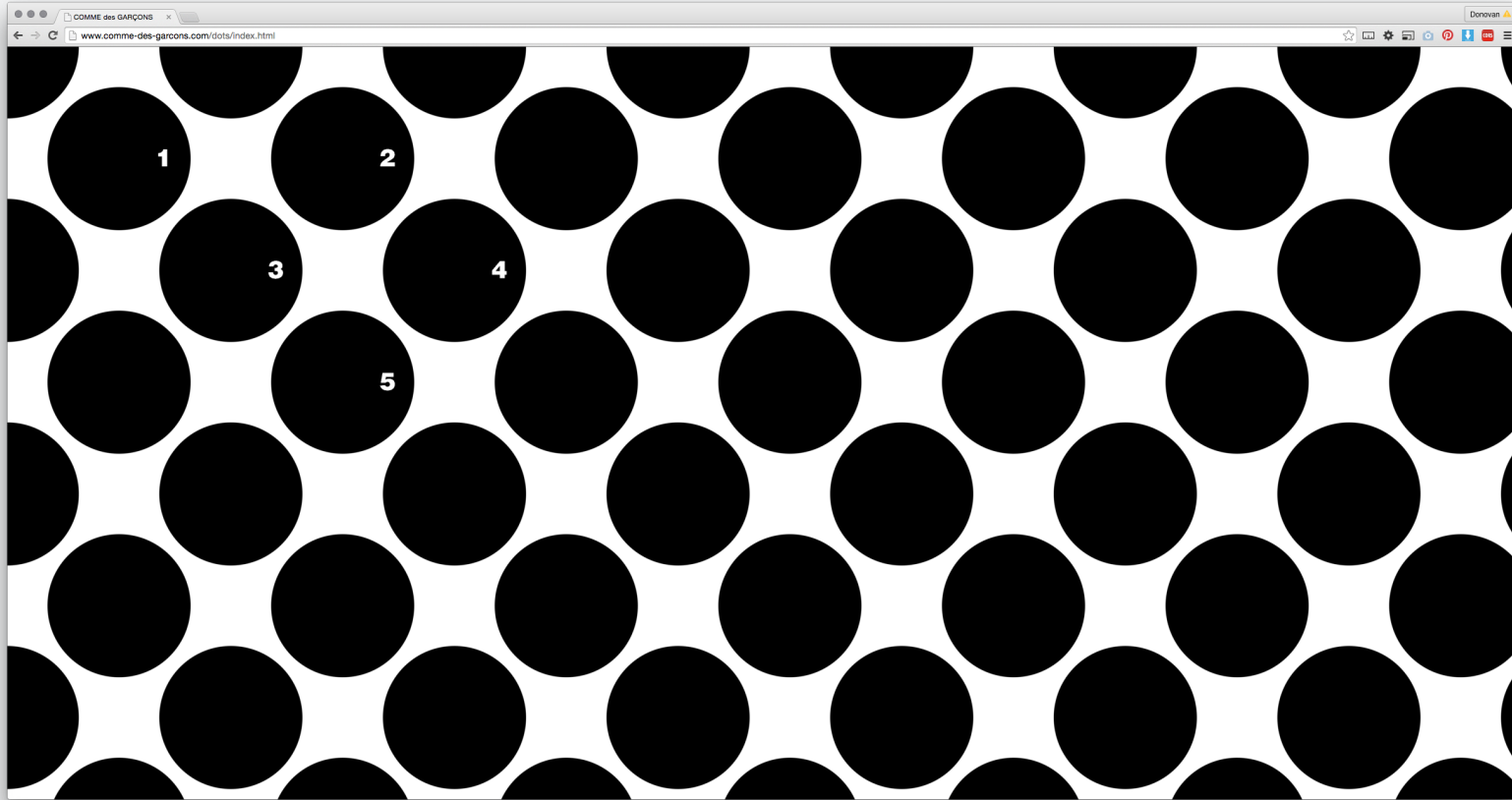
STORE BUILD



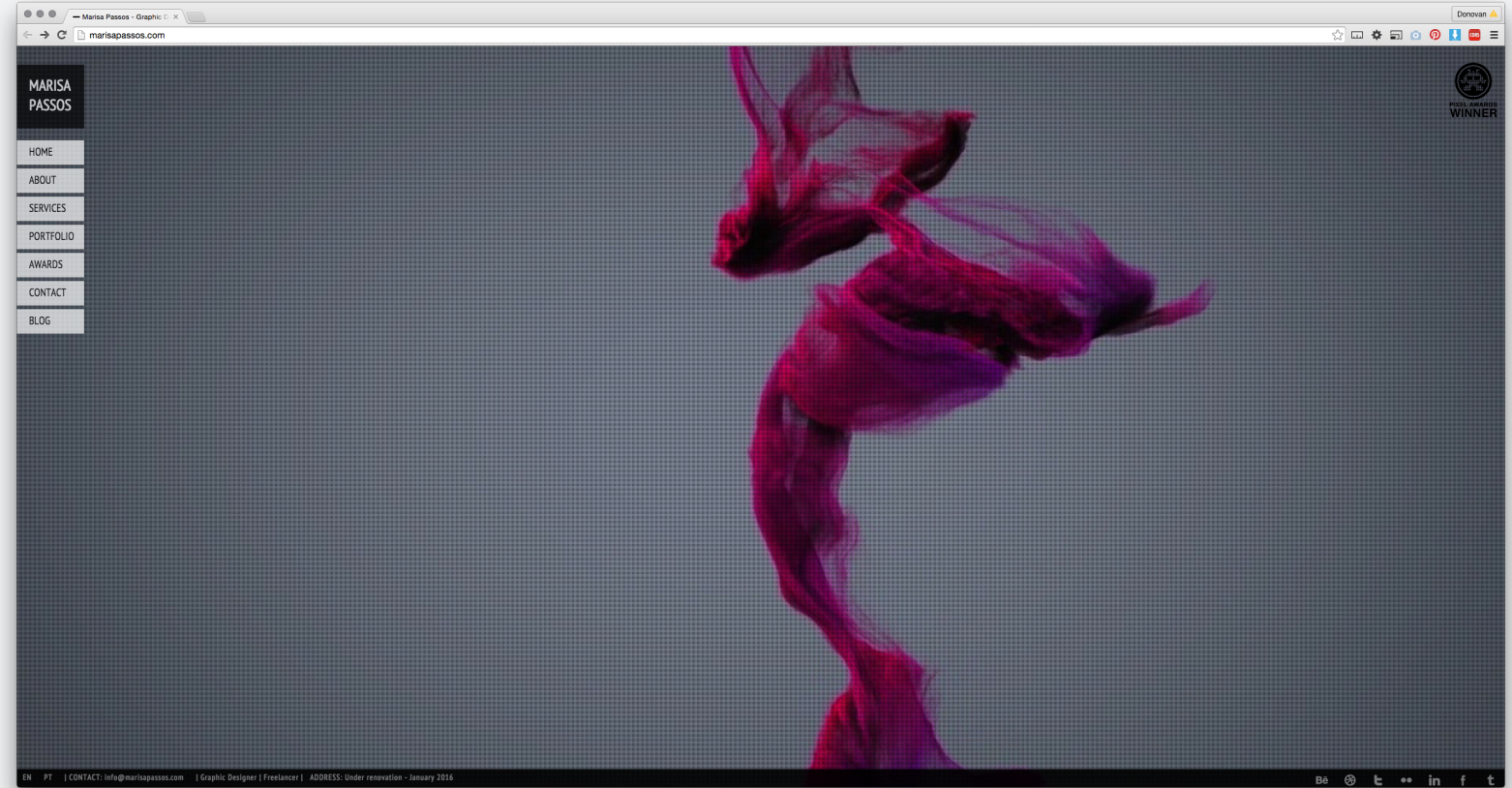
POP-IN@NORDSTROM

HEART
BREAK
EAST

SITE REFERENCES



<http://www.comme-des-garcons.com/>



<http://marisapassos.com/>

POP-IN@NORDSTROM

HEART
DREAM
EAST

VIDEO + PHOTOGRAPHY ART DIRECTION MOOD

OLD SWIPE



POP-IN@NORDSTROM

HEART
BREAK
EAST

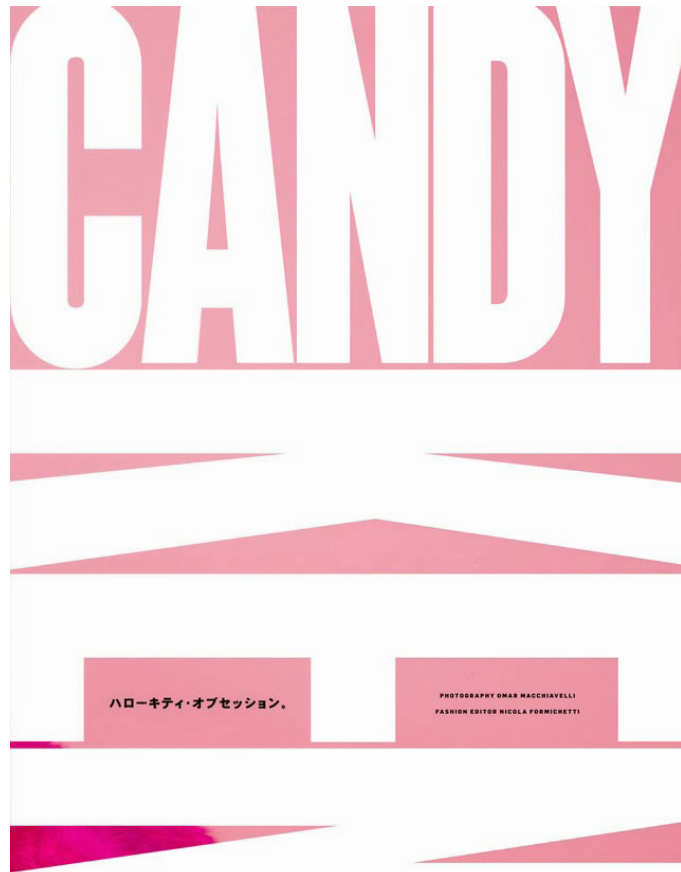
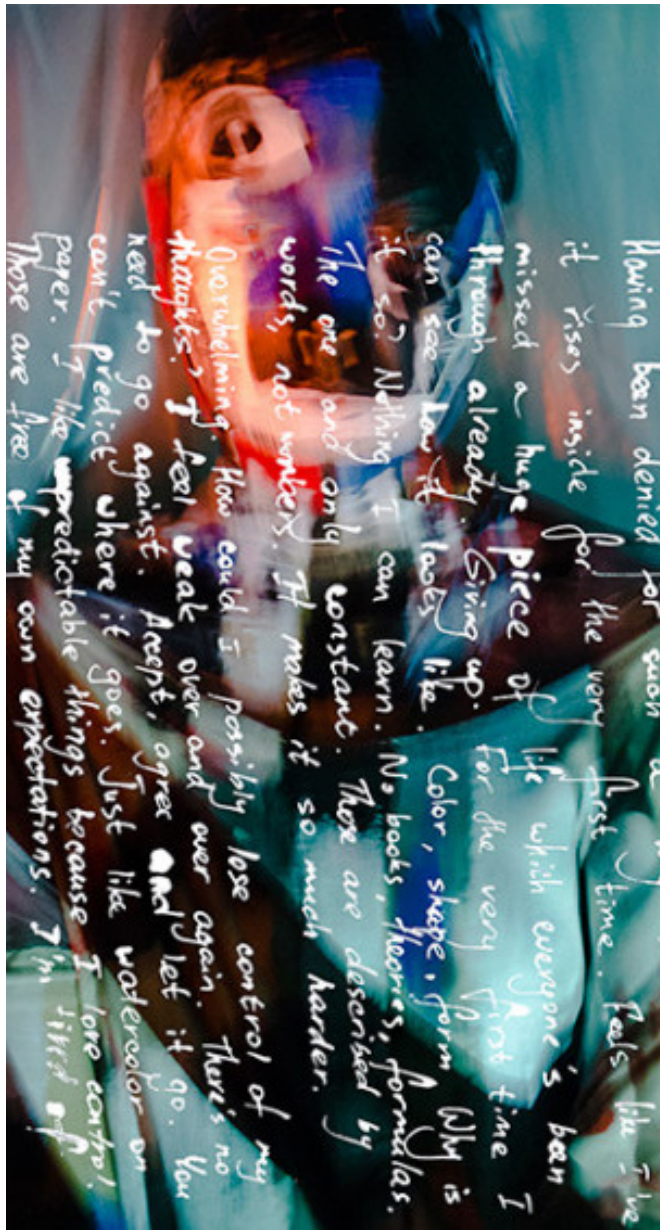
VIDEO + PHOTOGRAPHY ART DIRECTION MOOD



POP-IN@NORDSTROM

HEART
BREAK
EAST

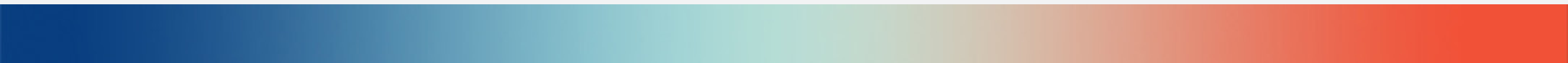
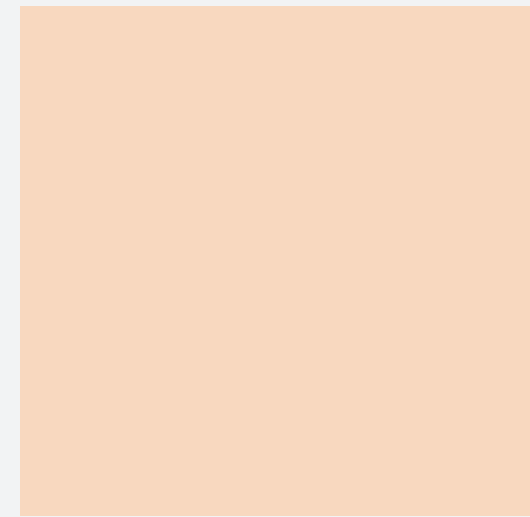
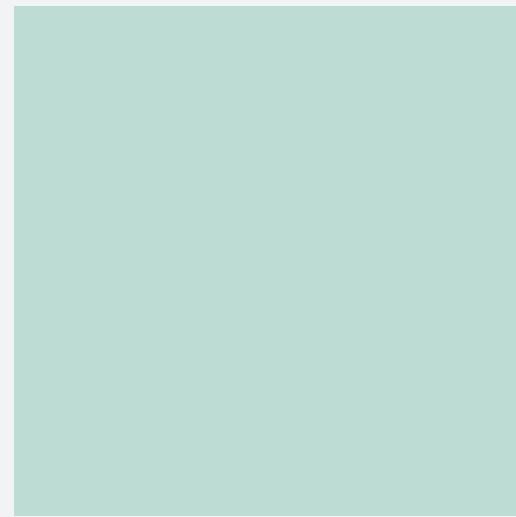
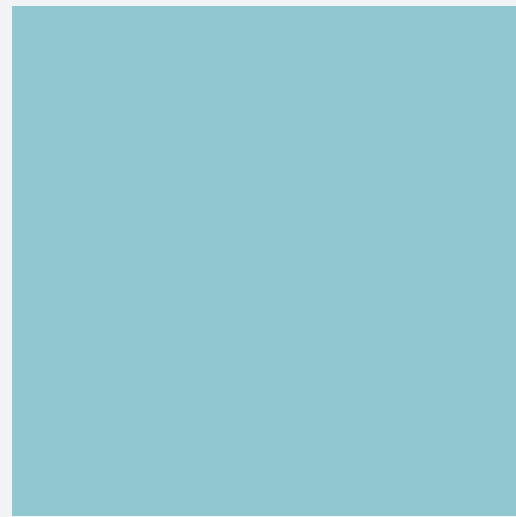
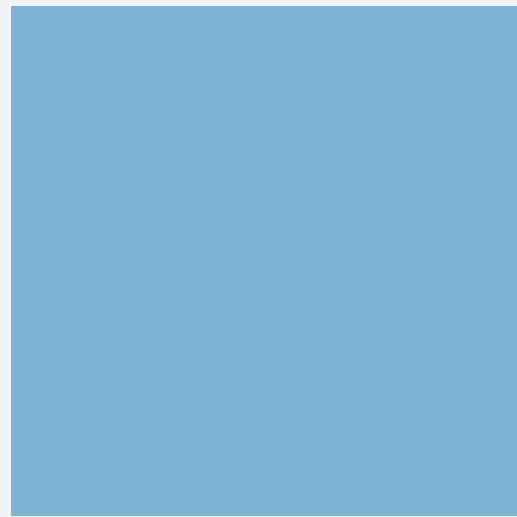
TYPOGRAPHY MOOD



POP-IN@NORDSTROM

HEART
BREAK
EAST

COLOR



POP-IN@NORDSTROM

HEART
BREAK
EAST

LOGOS

POP-IN@NORDSTROM

HEART

BREAK

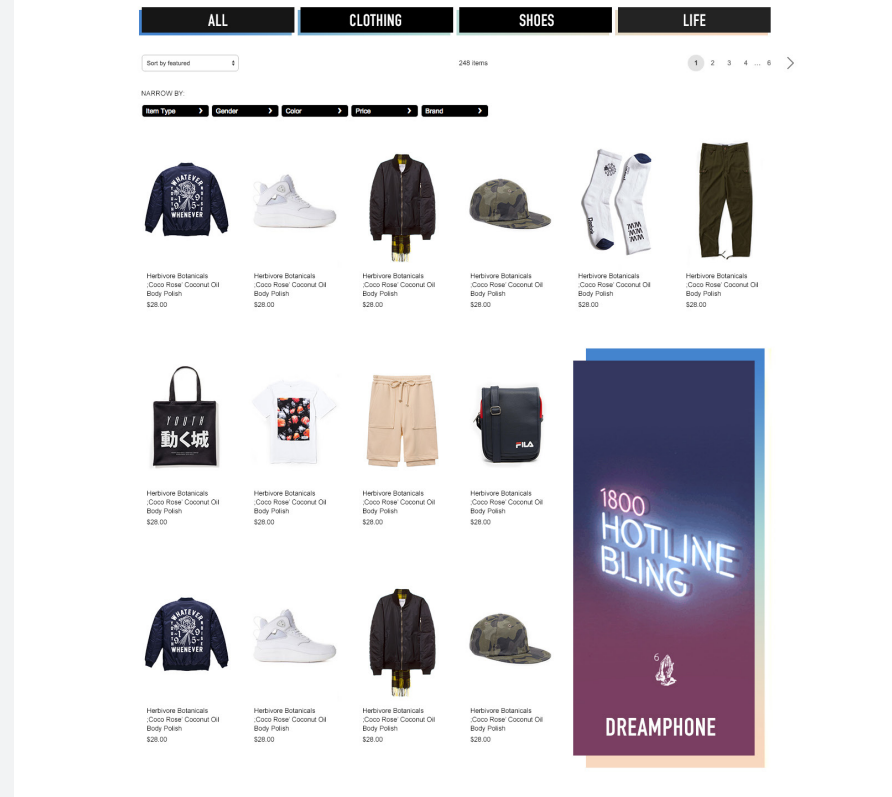
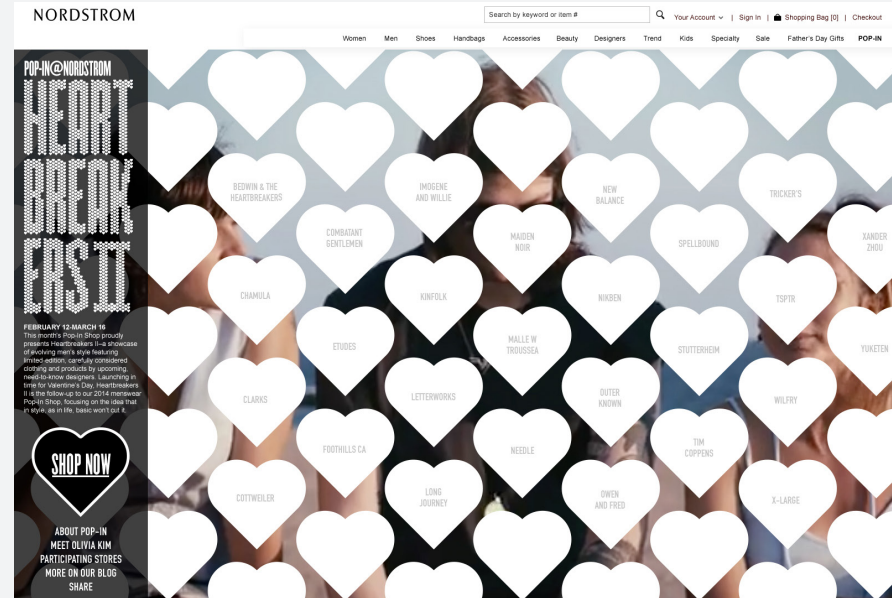
EAST

POP-IN@NORDSTROM

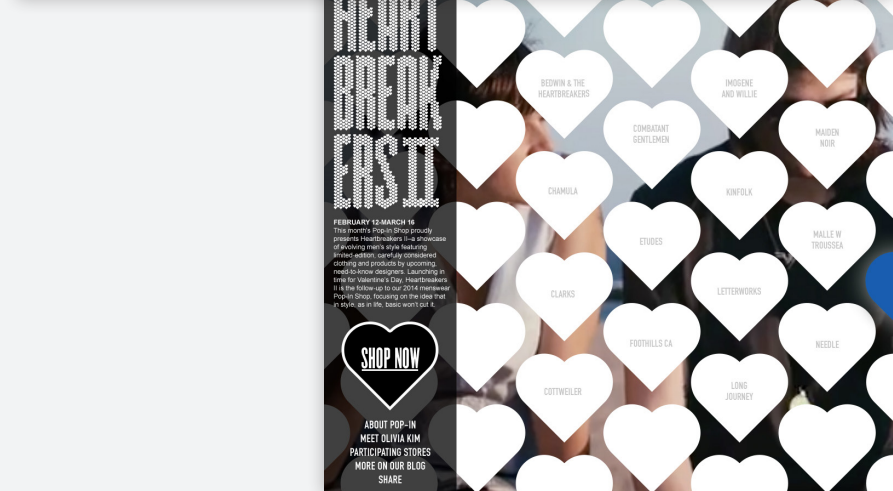
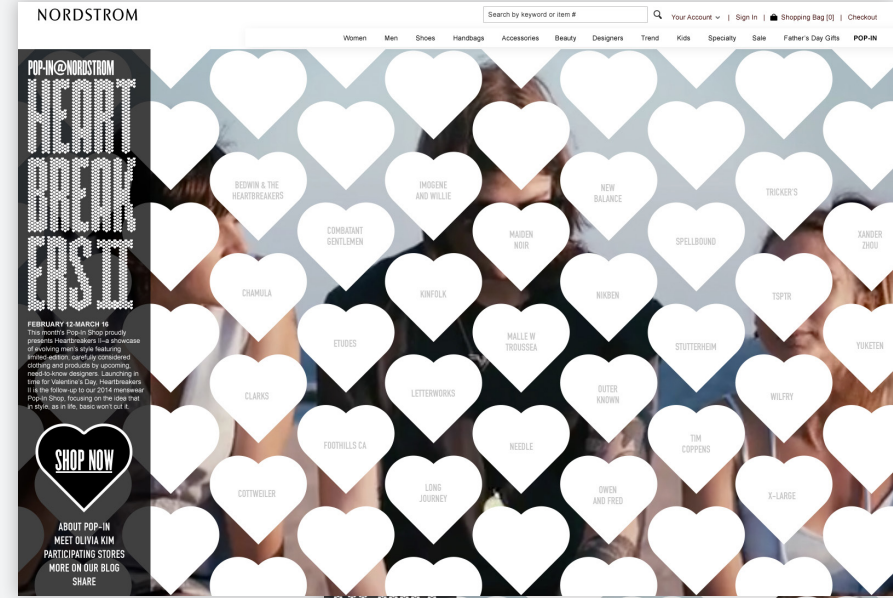
HEARTBREAK
EAST

POP-IN@NORDSTROM HEART BREAKERS PART II

SITE LAYOUT EXPLORATIONS main site experience



EXPERIENCE
FULL PAGE, SCALING VIDEO WITH HEART-BUTTON OVERLAY



01
ON LANDING
HEART BREAKS
AND LAUNCHES
BRAND PAGE

02
ON CLICK
HEART BREAKS
AND LAUNCHES
BRAND PAGE

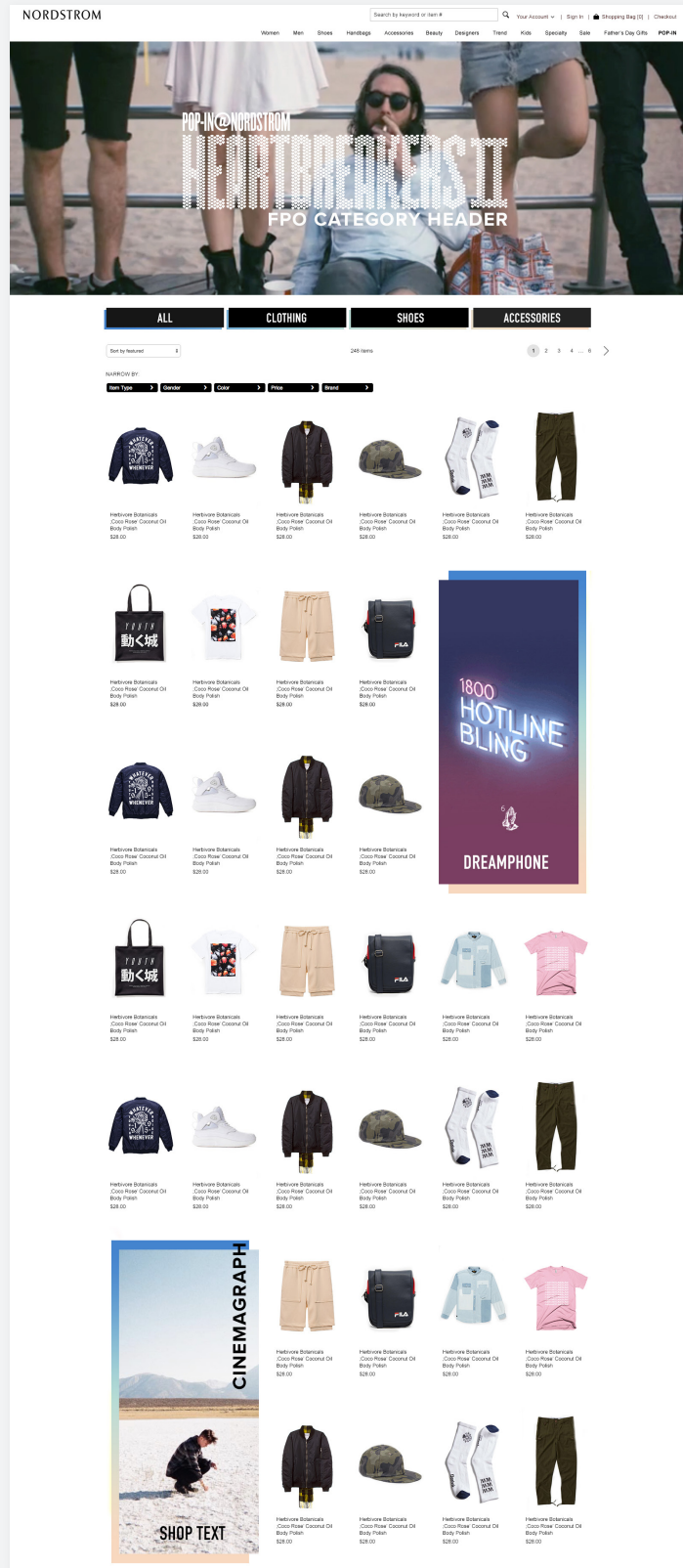
03
BRAND PAGE
COLLAGE
EDITORIAL WITH
BRAND ASSETS

POP-IN@NORDSTROM

HEART
BREAKER
EAST

SITE LAYOUT EXPLORATIONS

category pages and view all



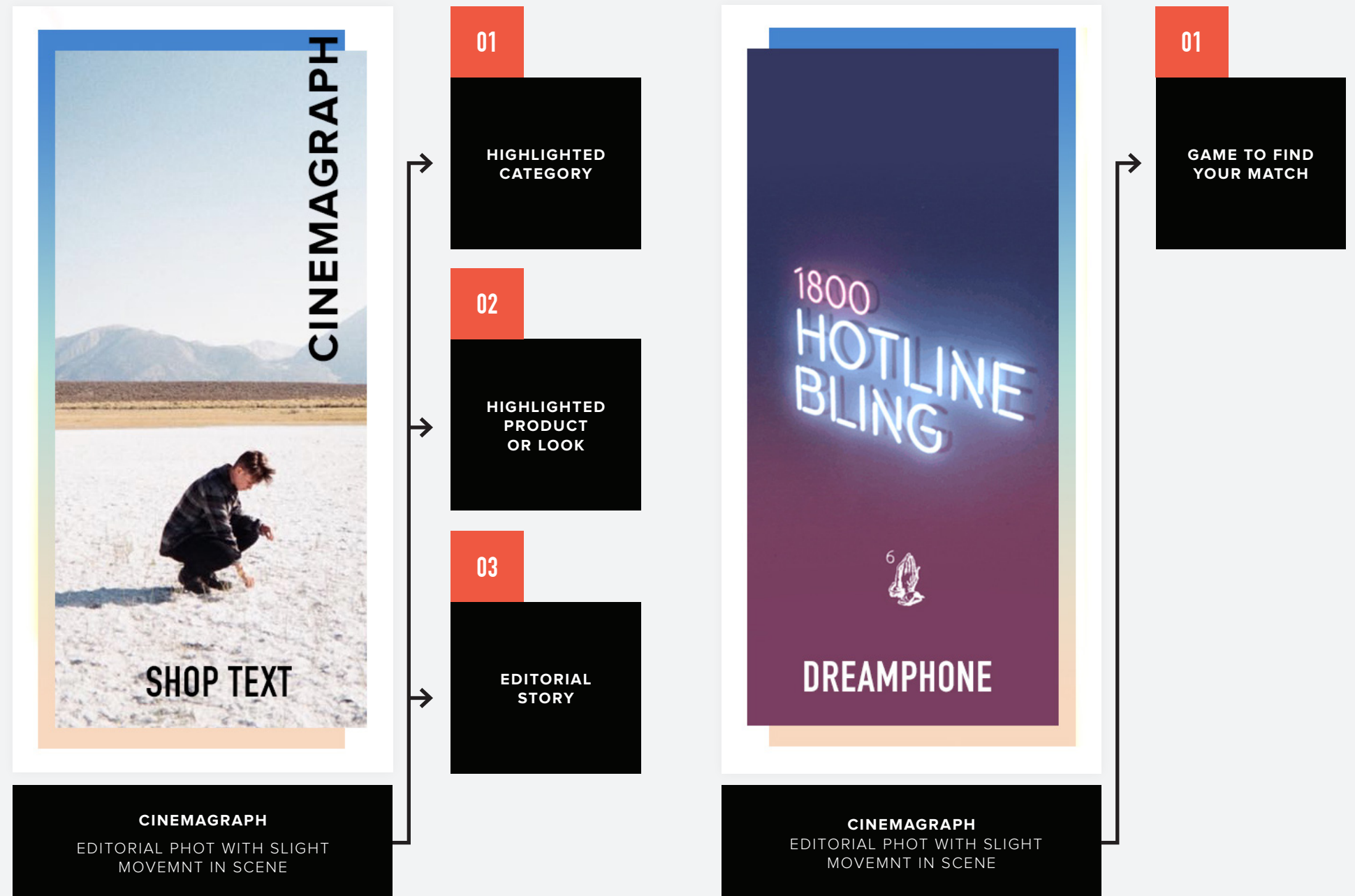
VIEW ALL

Shorter header with a max width of 1600px

SITE PLACEMENTS

Will be used to highlight products or shopping categories

INLINE FIXED PROMO



POP-IN@NORDSTROM
HEART
BREAKERS II

PLACEMENT EXPLORATIONS

needs copy

PLACEMENTS WILL BE ANIMATED AND LOOK DISRUPTIVE WHILE BREAKING THE GRID.

COMING SOON

POP-IN@NORDSTROM HEARTBREAKERS II

FEBRUARY 12-MARCH 16
[SHOP NOW](#)

BLOGS & MORE

WHAT'S UP, OLIVIA

POP-IN@NORDSTROM HEARTBREAKERS II

FEBRUARY 12-MARCH 16
[SHOP NOW](#)

BLOGS & MORE

WHAT'S UP, OLIVIA

POP-IN@NORDSTROM HEARTBREAKERS II

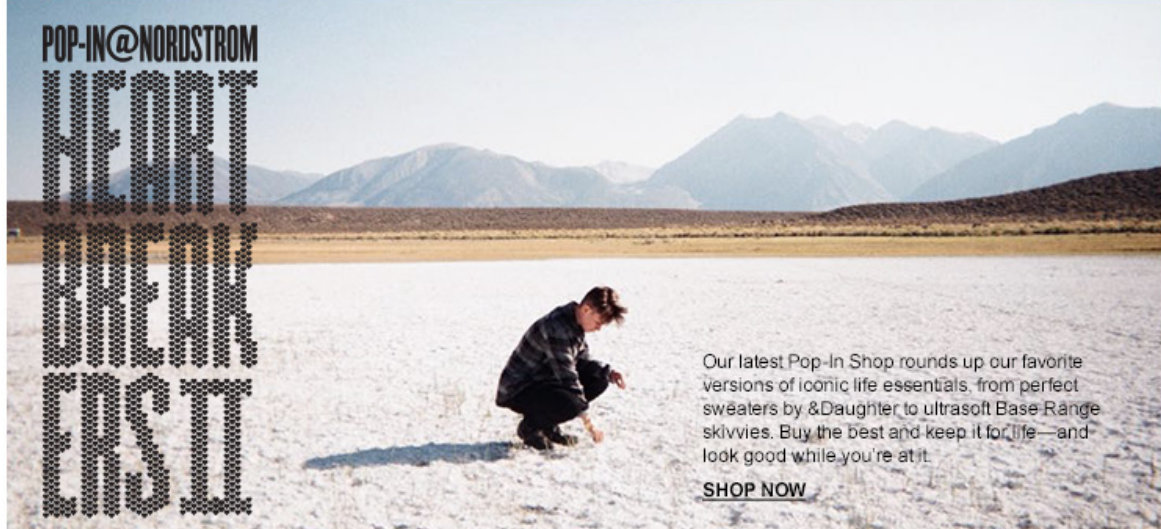
COMING SOON

Pop-In Shop
Exclusive finds with a new theme each month.
[SHOP NOW](#)

POP-IN@NORDSTROM HEARTBREAKERS II

Pop-In Shop
Exclusive finds with a new theme each month.
[SHOP NOW](#)

POP-IN@NORDSTROM HEARTBREAKERS II



Our latest Pop-In Shop rounds up our favorite versions of iconic life essentials, from perfect sweaters by &Daughter to ultrasoft Base Range skivvies. Buy the best and keep it for life—and look good while you're at it.

[SHOP NOW](#)

POP-IN@NORDSTROM HEARTBREAKERS II



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING
[SHOP: LOREM IPSUM](#)

LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSECT ADIPISCING.
[SHOP: LOREM IPSUM](#)

240 x 368 PX

POP-IN@NORDSTROM HEARTBREAKERS II



LOREM IPSUM LINK HERE

240 x 174 PX

DOLOR SIT
[LOREM IPSUM LINK HERE](#)

LOREM IPSUM DOLOR SIT
[LOREM IPSUM](#)

240 x 174 PX

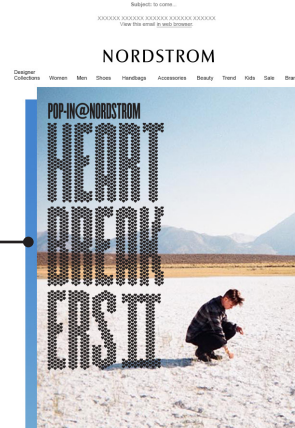
POP-IN@NORDSTROM
HEART
BREAK
ERS II

EMAIL EXPLORATIONS

needs copy

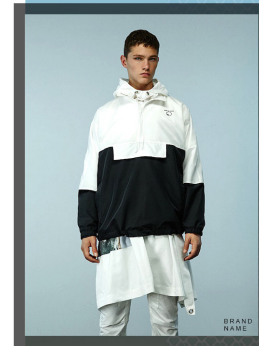
01

SHOP INTRO
INTRODUCES SHOP
WITH EDITORIAL
GRAPHIC AND COPY



POP-IN@NORDSTROM NEW CLASSICS ROUNDS UP OUR FAVORITE VERSIONS OF ICONIC LIFE ESSENTIALS, FROM PERFECT SWEATERS BY &DAUGHTER AND EXCLUSIVELY DESIGNED WOOLRICH BLANKETS TO SPECIAL-EDITION ARC'TERYX MOUNTAIN JACKETS AND STORIED LEICA CAMERAS. BUY THE BEST AND KEEP IT FOR LIFE—AND LOOK GOOD WHILE YOU'RE AT IT.

[SHOP NOW](#)



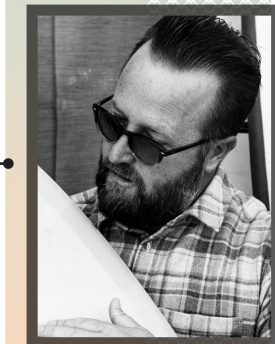
02

**STYLED LOOK
OR PRODUCT**
HIGHLIGHTS
SHOP ITEM

03

EDITORIAL
LINKS TO STORY OR
EVENT INFORMATION

SHOP
CATEGORY
CATEGORY
CATEGORY



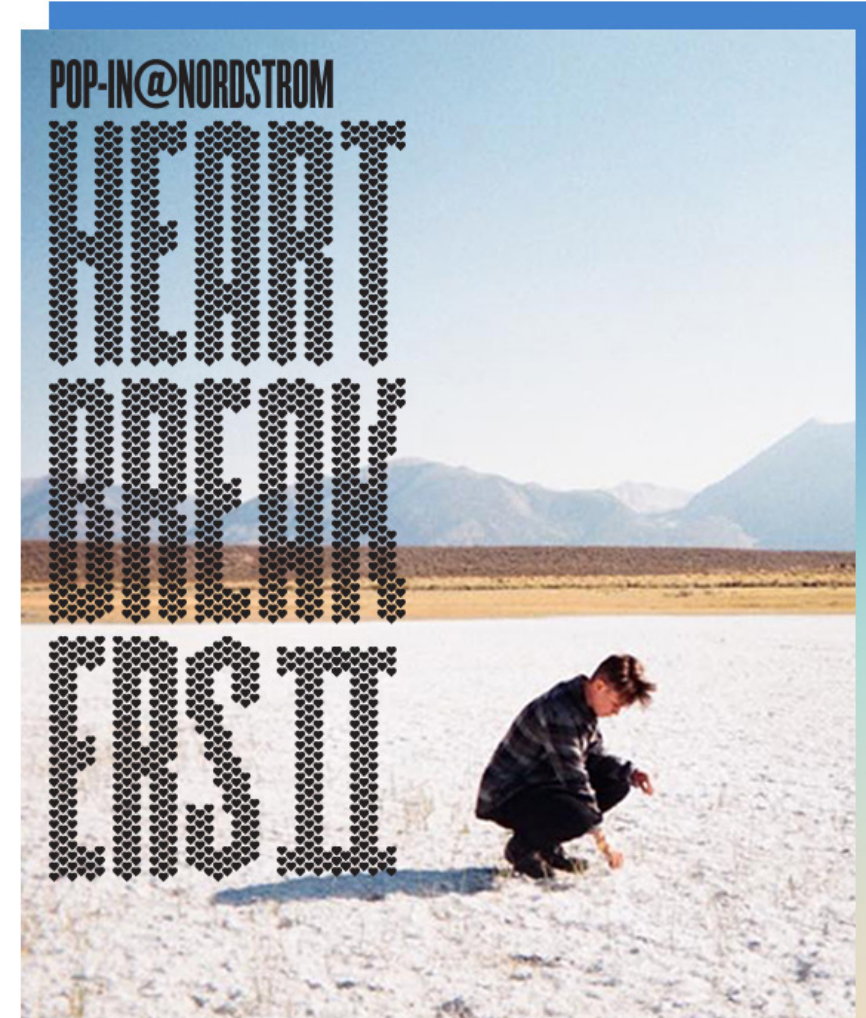
04

**ANIMATED HEART
WITH HASHTAG**



Subject: Only the best: Pop-In@Nordstrom New Classics

From Randolph Engineering, Filson and more. [Shop now.](#)
View this email in [web browser.](#)



SELL SHOTS ON VIEW ALL

MAIN PRODUCT IMAGE

Clean Laydown Shot of product on light gray.

ON HOVER

Editorial shot from on location shoot or in studio with colored background.



ON-LOCATION EDITORIAL – HIGH STYLED SHOT OR CROP.

IN-STUDIO EDITORIAL – ON COLORED BACKGROUND.

MILITARY PARKA - BLACK DISTRESSED

POP-IN@NORDSTROM

HEART
BREAK
EAST

REUSABLE BAG

black gloss on matte black with black handles

