

# RNB RETAIL AND BRANDS

## **POLARN O. PYRET EXPANDS IN THE US - enters into collaboration with NORDSTROM and opens first US store**

Polarn O. Pyret is continuing its international expansion by entering into collaboration with Nordstrom, a leading fashion specialty retailer in the US. In the first stage, Polarn O. Pyret clothing will be sold in seven selected Nordstrom department stores and the objective is to continue rolling out to Nordstrom's entire chain. Polarn O. Pyret has also opened its first US store in Greenwich, CT.

Nordstrom, Inc. is a leading fashion specialty retailer in the US with 196 stores located in 28 states. The company was founded in 1901 by John W. Nordström, who had emigrated from Sweden. Nordstrom's sales totaled USD 8,258 M in 2009. Nordstrom, Inc. is publicly traded on the NYSE.

"I am happy and proud that we have entered into collaboration with Nordstrom, thus giving Polarn O. Pyret a flying start for its establishment in the US market. Nordstrom's Swedish roots and strong position and Polarn O. Pyret's strong brand, values and Swedish roots make up an exciting combination," says Mikael Solberg, CEO at RNB RETAIL AND BRANDS.

"Polarn O. Pyret is a wonderful brand that has been a household name in Sweden for more than three decades, and has done an excellent job of balancing sustainability with functionality and clean design said Gary Flynn, the National Merchandise Manager for children's wear at Nordstrom. We want to provide a unique mix of high quality brands for our customer to choose from and adding Polarn O. Pyret to the mix gives our children's wear offering a unique balance of styling and sensibility."

For more information, please contact:

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RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the three store concepts Brothers & Sisters, JC and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg, and Illum in Copenhagen. RNB RETAIL AND BRANDS has operation in 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.