



McQueen's Moment

McQueen has landed at Nordstrom NYC for its first pop-up installation at the retailer.

Created by Tom Scutt, the space draws inspiration from the design of McQueen's fall 2025 show, which showcased a striking portal-like, angular structure cutting through Victorian architecture.

The luxury label noted that the installation mirrors the show's dramatic atmosphere, with rich wooden textures and captivating visuals that echo the show's signature staircases and mirrored walls.

The pop-up will feature men's and women's pieces from McQueen's fall 2025 collection, designed by Seán McGirr, including an exclusive dress for Nordstrom. The dress features an open back and layered asymmetric skirt with a ruffled hem crafted from black silk georgette adorned with intricate floral lace — a silhouette seen on

the runway.

Rickie De Sole, vice president and fashion director at Nordstrom, told WWD in a statement that the company is "thrilled" to bring the spirit and immersive experience of McGirr's darkly romantic McQueen fall 2025 collection to life both in-store and online.

"This one-of-a-kind pop-up is its own theater, featuring an installation that serves as a portal into the world of McQueen," De Sole said. "It invites our clients to step into the narrative of Seán McGirr's fall/winter 2025 collection, not just shop it."

The McQueen pop-up at Nordstrom NYC will run until early October.

Nordstrom's latest pop-up coincides with the launch of its latest Corner takeover series. On Wednesday, Nordstrom kicked off New York Fashion Week and celebrated the launch of Marc Jacobs at The Corner — a limited-time pop-up shop at its NYC flagship that brings to life the next chapter of Marc Jacobs' global "Joy" campaign.

Guests gathered at The Corner to enjoy an evening of cocktails, light bites, live Joy nail art, notebook embossing from Moleskine, a special musical performance by Devon Thompson and more.

The Corner is part of an ongoing series of pop-ups and brand takeovers at the Nordstrom NYC flagship in a dedicated space on the corner of 57th and Broadway, the retailer noted. Other brand that have popped up at The Corner at Nordstrom NYC include Nike, New Balance, Ugg and Jordan Brand.

— STEPHEN GARNER

