



LORD & TAYLOR UNVEILED ITS 2014 ANNUAL HOLIDAY WINDOWS

With a Performance and In-Store Appearance by Nick Jonas

FOR IMMEDIATE RELEASE

Press Contacts:

Linda Gaunt Communications

Jessica Gioia

jess@lindagaunt.com

Brittney Huffman

brittney@lindagaunt.com

New York, NY, November 14, 2014 — Lord & Taylor unveiled its annual world-famous holiday windows last night, marking the occasion with a Fifth Avenue performance and in-store appearance by singer, songwriter and actor Nick Jonas at the retailer's flagship store.

"This year marks the 100th anniversary of our iconic Fifth Avenue building, a New York City landmark," said Liz Rodbell, President of Lord & Taylor and Hudson's Bay. "We're thrilled to share this momentous day with our customers and to celebrate by unveiling the holiday windows, our gift to the city."

Nick Jonas joined the retailer in unveiling the windows and performed two traditional holiday songs as well as two songs from his recently released self-titled solo debut, including his chart-topping single and radio hit, "Jealous". Following his performance, Nick Jonas made an in-store appearance, where he took photos with customers and handed out signed copies of his recently released self-titled album.

Lord & Taylor's 2014 holiday windows allow guests on Fifth Avenue to embark on a state-of-the-art journey through the imagination, exploring the whimsical interiors of an enchanted mansion on the eve of the holidays. Rooms including "The Heritage Gallery" and the "Hall of Wisdom" are filled with surprises to delight and entertain, honoring the building's 100-year history in decidedly modern fashion. The adventure begins on the grounds of this beautiful house nestled deep in the forest, on a starry night with freshly fallen snow all around. The sky is illuminated with twinkling stars sparkling in the cold, crisp air. As we gaze in through the keyhole, magic starts to happen: paintings come to life; the cozy house begins to stir. Each window setting invites us further and further into this enchanted space, each room stocked with a treasure chest's worth of wonders. The display will tantalize guests' curiosity and invite viewers of all ages to cherish the thrill of imagination and discovery.

This year, Lord & Taylor introduced video wall technology into its elaborate window settings for the very first time. These cleverly integrated screens, juxtaposed with the intricate set designs and beautifully handmade costumes, gave traditional elegance a contemporary twist.

Throughout the day on Thursday, November 13th, the Fifth Avenue store hosted a "Charity Day" to benefit NY Cares. Customers who made a \$5 dollar donation to the charity received exclusive savings on almost everything, including cosmetics and fragrances. All ticket proceeds benefited NY Cares.

About Lord & Taylor

About Lord & Taylor: Lord & Taylor is an upscale specialty department store that has built a reputation for attentive customer service and high-quality merchandise focused on apparel and accessories. Founded in 1826, Lord & Taylor is America's oldest department store and one of America's premier retailers. Today, Lord & Taylor operates 50 full-line stores in ten states and the District of Columbia, four Lord & Taylor outlet stores and lordandtaylor.com, the company's online store. www.lordandtaylor.com

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