

TOMS



## TOMS CELEBRATES 10 YEARS OF GIVING WITH NORDSTROM

### PARTNERSHIP:

TOMS celebrated its 10th anniversary and #withoutshoes Instagram donation call-to-action with an offline activation in collaboration with Nordstrom at The Grove.

### EVENT DETAILS:

The experience invited guests and social media users to take a picture of their bare feet and tag the photo with #withoutshoes.

Throughout the afternoon, guests enjoyed music, games, customization stations for shoes and even a VR experience going to Peru to witness shoes being donated.

Every photo taken resulted in a donation of up to 100,000 pairs of shoes (first time without a purchase!) to children in 10 countries.

*Caruso*