

JCPENNEY WELCOMES THE ARRIVAL OF SPRING WITH NEW BRANDS AND MUST-HAVE LOOKS OF THE SEASON

Spring trends influence collection of shoes, handbags and fashion jewelry as part of center core revitalization

PLANO, Texas – (March 2, 2015) – With spring just around the corner, JCPenney is replacing cozy winter wear with a fresh arrangement of spring fashion, sandals and accessories that epitomize the season’s most coveted looks. The Company is showcasing spring style in both new and beloved brands, while revealing an updated assortment of shoes, handbags and accessories that will entice weather weary shoppers on the hunt for this season’s most wearable trends.

“This spring is about bold, colorful and compelling designs that inspire our customers. JCPenney merchant teams partner with our in-house design and trend teams to determine how these looks will come to life in our portfolio of private and exclusive brands,” said Siiri Dougherty, senior vice president of women’s apparel at JCPenney. “The result is an impressive display of women’s apparel, shoes, handbags and fashion jewelry that work together to create a cohesive collection for spring.”

One brand that will soon be making a pivotal style statement for women is a new private brand called Stylus™. Formerly known as jcp™, Stylus will continue basic essentials that customers love, but with a renewed emphasis on details, colors and patterns. Stylus, along with other brands found only at JCPenney, such as Liz Claiborne®, a.n.a®, Worthington®, Arizona®, St. John’s Bay® and Decree®, will feature an all-new spring set that’s inspired by the following style trends:

- **Femme & Floral** – Lace, drape detailing, illusion sheers and floral prints are infused with soft yellows, minty greens and rose-hued pinks to create a romantic feminine statement. Examples include the [Liz Claiborne sleeveless belted floral dress](#), [Bisou Bisou's lace-sleeve tees](#) and [floral print soft pants](#).
- **Sporty & Chic** – Athleisure takes a more sophisticated turn this season with modern athletic wear that incorporates clean lines, sport- inspired knits, soft blazers and contrasting stripes. This popular look is reflected in [Stylus sweaters](#), [a.n.a jogger pants](#) and [Liz Claiborne Weekend](#), a new line that offers casual separates for the classic woman.
- **Bold & Graphic** – Daring uses of rich citrus hues and traditional black and white are classic examples of art influencing fashion. Prominent stripes and retro-inspired prints paired with classic silhouettes are essential to making this trend relevant. [Worthington's colorblock tee](#), [black and white peplum top](#) and matching [cropped pants](#) provide an updated rendition of this nod to artistic flare.
- **Retro Boho** – Characterized by the free-spirited Bohemian style, this trend offers

fashion that is flowy, yet functional, with earthy tones such as indigo and bronze accented by tribal-inspired patterns. Examples of this look include [Arizona roll-cuff jean shorts](#), [St. John's Bay vertical lace skirt](#), and the [Decree long-sleeve envelope-back peasant top](#).

These brands and trends are spotlighted on [jcpllookbook.com](#) and in the JCPenney spring mailer that depicts this season's must-have items and provides tips on how to mix and match various pieces with unique prints and colors to create a personal statement. The [Spring Style Sale](#) runs now through March 15.

Finishing the Look

JCPenney will be testing center core updates in select stores this spring to promote greater cross shopping between fashion jewelry, shoes and handbags. Fashion jewelry will boast a new accessories presentation organized by brand, color and trend. Merchandise will be displayed on modern white fixtures, complete with dedicated forms and stylized black lacquer mannequins to create a dazzling display of necklaces, bracelets, earrings and scarves.

"Every woman knows accessories make the outfit. To help our customers complete their overall look, we've selected a wide array of beautiful accent pieces, from architectural jewelry to graphic kimono scarves, that will complement her wardrobe," said Pam Mortensen, senior vice president of fine jewelry and accessories. "We are excited to bring our jewelry and accessories to life in a bright, new in-store presentation, where we know she will be inspired and feel confident in creating a look that's uniquely hers."

In addition to an accessories revamp, handbags will also receive a similar update in test stores, with all-new fixtures and tables, graphic displays and a wider product selection that includes totes, crossbody and small leather bags. The handbags area delivers distinct brand presentations, giving Liz Claiborne greater prominence and space to showcase a spring line that reflects an extended color palette, along with enhanced quality and details that elevate the brand.

Women's shoes have stepped up in style and function this season, while providing a robust assortment of fashion, comfort and athletic footwear options in all her favorite brands. St. John's Bay and Liz Claiborne shoes are making a comeback this spring with more styles and the addition of performance features such as memory foam and stretch fabrics that are consistent with the sporty and chic trend.

JCPenney will be highlighting its spring accessories through a specialty mailer promoting a unique shoe and handbag event planned March 12-21. Each page showcases a selection of top statement pieces curated by the Company's leading design teams.

"Our spring floor takes the guesswork out of shopping by closely aligning our shoes and handbags with this season's apparel trends. Whether she is looking for metallic city sandals, a hobo bag in a trendy hue or a fresh neutral, we have the styles and colors she needs to finish the look." said Jodie Johnson, senior vice president of footwear and handbags at JCPenney. "We're taking a holistic approach to how our merchandise fits together to create a style statement that sets JCPenney apart from the competition."

For b-roll and images related to spring merchandise, please visit jcpnewsroom.com/Spring2015.

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About JCPenney

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