

## JCPENNEY SPOTLIGHTS A SEASON OF FALL STYLE AND INTRODUCES PLUS-SIZE BOUTIQUES

**PLANO, Texas – (Sept. 14, 2015)** – There is more to love at JCPenney this season as the Company debuts an all new in-store concept called “The Boutique,” giving plus-size women an elevated shopping environment and more contemporary clothing options in sizes 14W-24W and 1x-3x. The concept will be piloted in select stores starting Oct. 9 and will expand to more locations in spring 2016. Customers shopping JCPenney and [jcp.com](http://jcp.com) will also discover a compelling array of new fall fashion, jewelry, handbags, outerwear and boots reflecting the season’s most sought-after trends.

“There are millions of full-figured women who are seeking more choices when it comes to fashion that fits their lifestyle, their wallet, as well as their bodies,” said Siiri Dougherty, senior vice president of women’s apparel at JCPenney. “JCPenney is addressing this need and showing that we’re committed to winning her loyalty by creating an inspiring new shopping environment to house a greater selection of contemporary fashion that takes into account diverse body types.”

Designed to resemble a boutique shopping environment, new sleek fixtures and plus-size mannequins showcasing how various outfits accentuate a curvy silhouette will be added to select pilot stores. These newly revamped areas will include a curated assortment of modern fashion, handbags and accessories from brands such as a.n.a<sup>®</sup>, Liz Claiborne<sup>®</sup>, Worthington<sup>®</sup>, Alyx<sup>®</sup> and Bisou Bisou<sup>®</sup>, which recently introduced plus-size apparel from fashion designer Michele Bohbot. Shoppers will also find an expanded selection of casual lifestyle brands including St. John’s Bay<sup>®</sup>, stylus<sup>™</sup> and Levi’s<sup>®</sup>. A robust collection of activewear styles from Xersion<sup>™</sup> and Made For Life<sup>™</sup> will round out the new presentation in The Boutique.

“The Boutique” shopping experience will also translate to [jcp.com](http://jcp.com) where customers will find even more size options, including 26W-30W and 4x-5x. Furthermore, now through Sept. 27, the Company will feature its first [fall trend mailer](#) that specifically caters to women’s sizes and highlights seasonal styles on curvy models.

### **Fashion Trends for All Shapes and Sizes**

This fall, JCPenney designers have created collections that illustrate the most influential trends of the season. Found only at JCPenney, brands including Worthington, Liz Claiborne, St. John’s Bay, Arizona<sup>®</sup>, a.n.a, Bisou Bisou, Decree<sup>®</sup>, stylus and Xersion are sure to make any wardrobe stand out with the following trends:

- **The Great Outdoors** — Create the warmth of the outdoors for fall with the colors of green, burgundy and denim combined with bright colors, buffalo checks, intarsia patterns and color blocking designs. [Arizona flyaway cardigans](#) and [Decree patterned leggings](#) are key examples.
- **Tough Luxe** — Feminine silhouettes enveloped in faux leather designs and lace accents make for an assertive, yet elegant look. A [Worthington gored skirt](#) and [Bisou Bisou surplice blouse](#) make the combination appear effortless.
- **Countryside Chic** — Slouchy sweaters, wool skirts in plaids, tweeds and Fair Isle patterns are

reminiscent of the Scottish landscape and make these pieces go-to staples for the season. [Stylus sweaters](#) and [a.n.a plaid skirt](#) reflect this trend.

- **New Bohemian** — Embrace a carefree attitude and celebrate a '70s fashion rebirth with the pieces that defined the decade. Peasant tops, ponchos, gauchos and pants that flare are key. [Liz Claiborne flare-leg jeans](#), [St. John's Bay peasant blouses](#) and [a.n.a striped ponchos](#) provide fresh perspectives on traditional favorites.
- **Sport Style** — Whether lounging at home or hitting the gym, having a few chic, sport-inspired pieces are paramount. Vests, long-sleeved performance tops and tapered fitness pants update any athletic wardrobe. [Xersion cross-back t-shirts](#), [quilted puffer vests](#) and [jogger pants](#) are a perfect addition to any active wear wardrobe.

"We've made updating your wardrobe seamless by offering collections in our private brands that complement every aspect of your lifestyle," said Geoffrey Henning, divisional vice president of design and fashion at JCPenney. "From Boho chic and the cozy outdoors to edgy leather mix-ups and electric patterns, our design teams have translated this season's trends into fall fashion that works for everyone."

### **Pump Up Your Style**

JCPenney shoppers can finish seasonal looks with a stylish collection of handbags, footwear and accessories, including Bakers shoes. Launching in 73 stores and online this month, the Bakers shoe collection features fashionable designs from sleek booties to bling flats. In addition to Bakers, shoppers will find shoes and handbags adorned with various fall trend accents including [Liz Claiborne quilted ankle boots](#), [Call It Spring by Aldo™ fringe totes](#), [a.n.a animal print pumps](#) and [St. John's Bay faux shearling lace-up boots](#). Customers will also discover a selection of trendy accessories from Mixit®, including knit wraps, loop scarves, bracelets and necklaces that turn up the volume on any outfit. The JCPenney Shoe, Handbag and Accessories event will be held Sept. 16-27.

For images related to fall merchandise as well as the fall lookbook, please visit <http://www.jcpnewsroom.com/news-releases/2015/0914-jcpenney-spotlights-fall.html> and [jcpnewsroom.com/lookbooks/Fall-2015](http://www.jcpnewsroom.com/lookbooks/Fall-2015).

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### **About JCPenney:**

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,020 stores and at [jcpenney.com](http://jcpenney.com), customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit [jcpenney.com](http://jcpenney.com).

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