

## JCPENNEY CELEBRATES 10<sup>TH</sup> ANNIVERSARY OF NICOLE BY NICOLE MILLER® WITH LIMITED EDITION COLLECTION

**PLANO, Texas – (Aug. 18, 2015)** – JCPenney and legendary fashion designer Nicole Miller are celebrating a decade of nicole by Nicole Miller® designs with an anniversary collection that pays homage to a brand that appeals to millions of women across the country. The specialty creations, available for a limited time starting Sept. 4 in 600 stores and on jcp.com, will showcase the enduring popularity of nicole by Nicole Miller and spotlight her modern design aesthetic using eclectic prints, bold colors and sophisticated accents that have become synonymous with Nicole Miller’s signature style.

“In 2005, we introduced nicole by Nicole Miller in response to customers who were seeking chic, yet versatile clothing that offered the fashion credibility of a renowned runway designer. Today, it has grown to be a full lifestyle brand offering everything from dresses and handbags to fashion jewelry and eyewear,” said Liz Sweney, chief merchant for JCPenney. “It was the first time Nicole designed an exclusive line for a department store, and it has since become one of the most iconic labels found in our stores today. We are excited to be celebrating ten years of its success.”

The anniversary collection is inspired by ancient cultural designs and includes city jackets, pencil skirts, ankle pants, leggings, intarsia sweaters and sheath dresses retailing from \$38 to \$120. The pieces are adorned with tribal prints and gemstone patterns in jeweled tones of purple, blue and yellow on black. The standout fashion pieces feature leopard prints, black and white combinations and luxury embellishments such as intricate beading and faux fur. The anniversary collection is complete with matching handbags, earrings, necklaces and scarves. Limited edition journals and organizers are also available in Nicole Miller’s signature patterns.

“Creating nicole by Nicole Miller exclusively for JCPenney has been a unique opportunity to bring attainable relevant fashion to the everyday woman,” said Nicole Miller. “I am pleased to debut this anniversary collection and celebrate how the brand continues to resonate with women everywhere.”

For related images, please visit <http://www.jcpnewsroom.com/news-releases/2015/0818-nicole-miller-10th-anniversary.html> and follow [@jcpnews](https://twitter.com/jcpnews) on Twitter.

### **Media Relations:**

(972) 431-3400 or [jcpnews@jcp.com](mailto:jcpnews@jcp.com)

### **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 jcpenny.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 [jcpenny.com](http://jcpenny.com).

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