

JCPENNEY DEBUTS FALL CAPSULE COLLECTION BY PLUS-SIZE DESIGNER ASHLEY NELL TIPTON

PLANO, Texas – (Sept. 1, 2016) – For plus-size women who love fashion forward looks, JCPenney [NYSE: JCP] is debuting its first exclusive capsule collection by fashion designer and Project Runway® winner, Ashley Nell Tipton, starting Sept. 9. An extension of [Boutique+™](#), the Company’s first private brand designed for full-figured women, **Ashley Nell Tipton for Boutique+** challenges the rules of full-figured fashion by offering sophisticated silhouettes and trendy touches that appeal to millennial shoppers. JCPenney is the first and only national retailer to feature Tipton’s designs.

“Since plus-size clothing is one of the fastest growing segments in retailing today, it is important to offer the right combination of style and value that women are seeking. Partnering with Ashley to create this special fall collection adds another level of design credibility to our Boutique+ brand because she is a designer, as well as a personal advocate for body positivity,” said John Tighe, chief merchant for JCPenney. “We have highlighted special sizes as a key growth channel and introducing Ashley Nell Tipton for Boutique+ further reinforces our commitment to becoming a destination for this underserved market.”

For fall, Ashley Nell Tipton for Boutique+ features curve-enhancing looks inspired by 1950s fashion. The collection includes slash knee jeggings; quilted pencil and box pleat skirts; cropped cape-sleeve blouses; boyfriend tees; and bomber and moto-chiffon jackets represented in a rich color palette of rose tan, indigo, olive and black cherry. Design elements such as lipstick prints, bold horizontal stripes and sequins give the collection a modern twist. Sale prices range from \$15.99 to \$35.99 for graphic tees and pleated skirts, while moto and bomber jackets are \$49.99 to \$74.99. Ashley Nell Tipton for Boutique+ is available in 500 stores and at [jcp.com](#), where women will find sizes up to 30W and 5X. A holiday capsule lands in stores on Oct. 28 and will continue the ‘50s aesthetic with elevated faux fur pieces and shimmery festive embellishments.

“JCPenney has given me the opportunity to realize my dream of designing fashion for curvy women everywhere who want clothes that make them feel young and sexy,” said Ashley Nell Tipton. “Drawing inspiration from 1950s bombshells, I chose high waist pencil skirts and paired them with crop top blouses because I wanted to show how every body can rock this combination. Ultimately, the collection is about turning up the volume on your style as well as your confidence. I want women to wear these pieces and feel great about how they look.”

In addition to designing, Tipton also serves as the brand ambassador for Boutique+ providing her expertise on style. To celebrate the launch of the brand, JCPenney released the [“#Here I Am”](#) video featuring Tipton and plus-size influencers Jes Baker, Gabi Fresh, Mary Lambert and Valerie Sagun who share their stories of empowerment and body positivity.

On Aug. 25 the Company debuted a three-part [YouTube docu-series](#) chronicling Tipton’s experience designing the capsule collection for JCPenney. The online series culminates on Sept. 6 with a live stream fashion show at Greeley Square in New York City and spotlights Ashley Nell Tipton for Boutique+, as well as other contemporary fashion for plus-size women available only at JCPenney. BLive, a company specializing in end-to-end immersive live stream experiences, will host the digital broadcast. Shoppers can visit <http://live.jcpenny.com> to view the fashion show and shop the looks showcased on the

runway.

For images related to “Ashley Nell Tipton for Boutique+™”, please visit http://www.jcpnewsroom.com/news-releases/2016/0901_ANT_for_Boutique+.html

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About JCPenney:

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every customer's shopping experience is worth her time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, she will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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