

# LIZ CLAIBORNE®

## BRAND TIMELINE

1976

Liz Claiborne, Inc. is launched to fill a fashion niche for millions of women who were entering the workforce and seeking feminine, professional attire.



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1981

Liz Claiborne, Inc. reaches \$117 million in sales and becomes a publicly traded Company.

Sales for the Company reach \$23 million and it becomes one of the first apparel companies to start manufacturing products overseas.

1978

1991

The Company begins advertising for the first time as the women's workwear market becomes more competitive.

1989

Liz Claiborne, Inc. reaches over \$1 billion in sales.  
Jerome Chazen becomes the Company's chairman.



WOW/Reel/Shutterstock

1994

Paul R. Charron joins the Company as vice chairman and chief operating officer.

1996

Charron becomes chairman of Liz Claiborne, Inc., succeeding Chazen.

2007

Tim Gunn, design educator and reality show co-host, joins Liz Claiborne, Inc. as chief creative officer.



2011

JCPenney launches Liz Claiborne Home includes bedding, window treatments, towels and bathroom accessories.

2009

Liz Claiborne, Inc. licenses the Liz Claiborne brand exclusively to JCPenney.

2010

JCPenney introduces best-selling Liz Claiborne women's and Claiborne men's merchandise to all 1,100 of its stores.



2014

JCPenney launches a national Liz Claiborne ad campaign called "Love, Liz Claiborne."

**Liz Claiborne Weekend**, a collection of relaxed, versatile athleisure wear, is introduced to select JCPenney stores and online.

2016



40<sup>th</sup> ANNIVERSARY  
LIZ CLAIBORNE

JCPenney celebrates the 40th anniversary of Liz Claiborne with "40 Looks of Liz Claiborne," a fall collection featuring pieces that create endless looks for work and play.

Liz Claiborne Uptown, a handbag collection inspired by the designer's love of animal prints, debuts in celebration of the 40th anniversary.