

## JCPenney Launches Peyton and Parker,™ a New Private Brand Designed for Families and Socially Connected Moms

**PLANO, Texas – (Oct. 2, 2018)** – Just in time for the holiday shopping season, JCPenney (NYSE: JCP) is unveiling its newest private brand, Peyton and Parker. Designed to help moms create effortless, yet put together, style for the family and home, Peyton and Parker offers a curated collection inspired by Instagram moments and the beautiful aesthetic created by every day, stylish moms. Peyton and Parker will be available seasonally in limited-edition capsule collections, beginning with a holiday line featuring coordinating family apparel, accessories and shoes, as well as home décor. Customers can find Peyton and Parker holiday styles in nearly 400 JCPenney stores and at JCPenney.com beginning Oct. 19.

“We were inspired to create a line that made it easy for mom to dress her family and decorate her home, creating a picture-perfect moment for all of her social media channels. Peyton and Parker is the Company’s first cross-divisional private brand in many years and was created by our incredibly talented product development and design team who saw a void in our assortment for a family lifestyle brand,” said Val Harris, senior vice president of product development and design for JCPenney. “The holidays are a critical shopping period and by introducing new brands, such as Peyton and Parker, we will drive traffic and invite new and loyal customers to discover what JCPenney has to offer this season.”

The introductory capsule collection from Peyton and Parker features apparel and accessories for the family boasting cozy plaids, buffalo checks, rose gold sequins, glitter, navy stripes, ivory cable knits and denim – all designed to mix and match. Mom can outfit her family, and her home, in Instagram-worthy styles at a great value. Sale prices for accessory and apparel items range from \$8.40 for a girls’ glitter crown headband to \$30.80 for a women’s plaid peplum top and \$35 for a men’s puffer vest, while home décor items start at \$11 for a cable-knit stocking. Peyton and Parker will be prominently displayed next to the women’s department so she can find coordinating looks for her family and home in one easy shop.

“Every family has a story to tell through photos and we created Peyton and Parker to give mom a fresh style perspective when sharing her family’s lives on social media via fashionable squares. We are working with a targeted list of savvy mom influencers on Instagram who have an eye for tradition, photography and fashion to unveil this whimsical brand in a natural, organic way,” added Harris.

In addition to an influencer campaign, Peyton and Parker will be promoted via the Company’s email, social and digital marketing channels. JCPenney Rewards members will receive a special sneak peek of the full Peyton and Parker collection at JCPenney.com on Oct. 16 – 17, along with a coupon for 50 percent off a one-time purchase of the product during these preview days.

To download the news release and access lifestyle marketing images, please visit:

[https://www.jcpnewsroom.com/news-releases/2018/1002\\_launches\\_peyton\\_and\\_parker.html](https://www.jcpnewsroom.com/news-releases/2018/1002_launches_peyton_and_parker.html)

For Peyton and Parker product images, please visit the look book:

<https://www.jcpnewsroom.com/lookbooks-holiday2018-peytonparker.php>

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Follow the [Company Blog](#) and [@jcpnews](#) on Twitter for the latest announcements and Company

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**About JCPenney:**

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of over 860 stores across the United States and Puerto Rico with a powerful e-commerce site, [jcp.com](http://jcp.com), to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 98,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit [jcp.com](http://jcp.com).

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