

JCPenney news release

Prepare for Autumn's Arrival with New Seasonal Styles at JCPenney

Reintroducing men's apparel private brands J. Ferrar® and Stafford® and women's intimates private brand Ambrielle®, exclusively at JCPenney

Discover new fall apparel, jewelry, outerwear, boots, activewear, and home goods reflecting the season's most sought-after trends

LEWISVILLE, Texas (Sept. 9, 2021)—Say so long to summer and refresh for fall with new styles for the season at JCPenney. From beautiful jewel tones and relaxed tailoring to the latest denim fits and cozy essentials for the home, JCPenney has everything customers need to spice up their everyday with the season's latest trends.

New Season. Renewed Brands.

Adding to the strength of JCPenney's private brands, the newly reimagined J. Ferrar® and Stafford® collections bring style and versatility to menswear. The J. Ferrar brand has been redesigned with modern style and comfort in mind, merging tailored suiting with easy to move in products. Now offering an expanded assortment of contemporary pants, shirts, and layering pieces, the J. Ferrar line makes it easy for the modern man to mix and match effortlessly and show up feeling current and credible.

The Stafford assortment brings elevated quality and timeless style with perfectly tailored suits and dress shirts, and a wide array of men's sweaters, outerwear, and finely crafted footwear. Luxurious fabrics, sophisticated plaids, and cuff and collar details set this collection apart. The fresh J. Ferrar and Stafford fall looks will be available exclusively at JCPenney stores and online beginning Sept. 16.

Comfort continues to reign supreme this fall, but it doesn't mean sacrificing style. The artfully redesigned line of inclusive intimate apparel from JCPenney's Ambrielle® private brand offers thoughtfully crafted details, ultra-soft materials, and an impeccable fit that empowers all women to dress with confidence. Designed for every body, the Ambrielle collection offers bras, panties, shapewear, and sleepwear in a range of sizes from 32A-46G and XS-3XL and seven skin tone shades. Available now in JCPenney stores and on [jcp.com](https://www.jcp.com).

Looks You'll Fall For

JCPenney makes fall transitional dressing a breeze with everyday looks and polished styles from a variety of private and national brands. Take a peek at all the fall must-haves:

- **Go (Ever)Green:** The shade of the season is here – evergreen's natural versatility elevates any look, day or night. Find it throughout JCPenney's Ryegrass™ collection of romantic dresses, beautiful blouses, and leather joggers in fall's perfect color palette.
- **Weekday Chic:** Whether returning to office or staying virtual, JCPenney offers comfortable and versatile looks to accommodate any work environment; with the J. Ferrar collection's relaxed tailoring and drawstring suiting line for men and the Worthington® assortment's mock-neck sweater and wide-leg trousers for women.

- **Denim Destination:** Customers can update their denim with the newest trends—from vintage straight to high-rise flare—with a large assortment from favorite national brands like Levi's® and beloved a.n.a a new approach® and St. John's Bay® private brands.
- **A Season to Shine:** JCPenney is excited to announce the addition of Effy® to its fine jewelry assortment in 250 stores and on jcp.com. Featuring more than 130 pieces ranging from diamonds to precious and semi-precious gemstones, Effy jewelry elevates any look. Snag some sparkle at the [Billion Dollar Jewelry Sale](#) through Sept. 19.
- **Workout Warmups:** Any sport, any season, JCPenney has customers covered with head-to-toe women's, men's, and kid's activewear staples that add warmth without extra bulk. Shop JCPenney's exclusive Xersion® activewear, and national brands Champion®, Puma®, Reebok®, and Fila®.
- **Cozy Quarters:** Customers will fall in love with cozy bedding, bath, and décor from the Home Expressions®, Linden Street™, and Fieldcrest® collections that add the beauty and hues of autumn to any home.

JCPenney is excited to continue investing in its private and national brand portfolio to offer compelling and inspiring merchandise to its customers. Shop these fall fashion finds now and discover new offerings throughout the season at your local JCPenney store and at jcp.com. To download images and video, please visit the [JCPenney Newsroom](#).

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About JCPenney

JCPenney proudly serves customers at more than 650 stores across the United States and Puerto Rico and at the Company's flagship store, jcp.com. JCPenney is one of the nation's largest retailers of apparel, home, jewelry, and beauty merchandise with a growing portfolio of private and national brands. Guided by the Golden Rule, JCPenney employs more than 50,000 associates worldwide and has served customers for over 119 years, playing a vital role in the communities it serves. For additional information, please visit jcp.com and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

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