



Style Up! Just Launched: Sports Illustrated for JCPenney

Inclusive and Elevated Activewear Line Drops Thursday, Jan. 6

The New Lifestyle Collection for Men, Women, and Kids Launches Exclusively at JCPenney in Stores and Online

New York and Lewisville, TX – January 6, 2022 – Sports Illustrated and JCPenney today launched **Sports Illustrated for JCPenney**, an inclusive, performance-driven lifestyle apparel line for men, women, and kids exclusively designed for JCPenney. Last month, The Sports Illustrated Awards had their first-ever [halftime fashion show](#) to officially unveil Sports Illustrated for JCPenney. Available in JCPenney stores and online starting today with seasonal refreshes all year-round, the line brings bold, inspired looks that create an unparalleled fusion of sport and style. To shop the collection starting with The Winter Drop visit www.jcpenny.com/sportsillustrated.

The Winter Drop is the first collection available today and offers a bold assortment of versatile and elevated activewear that focuses on form and function. Highly functional performance-driven materials were used to create this collection including stretch woven fabrics, centurion perforated mesh, softened scuba, fleece, cotton, and more. Design features include subtle SI branding and bold designs with retro flair on tracksuits, t-shirts, shorts, joggers, crop tops, sports bras, skirts, outerwear, and more.

All JCPenney stores will carry Womens and Mens at launch, 300 doors will carry Plus including Big and Tall and Kids will launch in 300 doors. For Womens, sizes will range from XS-3XL. For Mens/Big & Tall, sizes will range from S-XXL and 1XLT-3XLT. For Kids, Boys sizes range from 4-20 and Girls sizes range from 4-16.

Sports Illustrated for JCPenney will be available year-round beginning with The Winter Drop launching online and in JCPenney stores on Thursday, Jan. 6. For more information, visit www.jcpenny.com/sportsillustrated.

To view the look book and download hi-res assets, click [here](#).

###

About Sports Illustrated

[Sports Illustrated](#) (SI) is an unparalleled and influential leader recognized for shaping modern culture and uniting athletes, teams and fans worldwide. At the intersection of sports, lifestyle



and entertainment, Sports Illustrated is a 360-degree enterprise that delivers immersive content, innovative digital experiences, unforgettable events, and original products. Its award-winning media outlet brings powerful storytelling to life through probing profiles, up-to-date news and game-day stats on SI.com, social media and the monthly print magazine. The most trusted name in sports transcends media through [SI Tix](#), a fan ticketing platform for sports and entertainment events and [SI Sportsbook](#), the most trusted platform in sports betting, which recently launched in Colorado with more states to follow. Sports Illustrated Studios translates the biggest and most compelling stories, characters and moments in sports into long-form film, television and audio content. The franchise brings its unique and authentic perspective to marquee events and captivating brand activations including The Sports Illustrated Awards, The Party, and Club SI.

For more information, visit [SI.com](#).

Follow Sports Illustrated on [Twitter](#), [Instagram](#), and [Facebook](#).

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](#).

Media Contacts:

Michelle Ciciyasvili – Director, PR, Authentic Brands Group/Sports Illustrated
mciciyasvili@authenticbrands.com