

JCPENNEY DEBUTS NEW BEDDING COLLECTION WITH EVA LONGORIA

PLANO, TX – (April 23, 2015) – JCPenney and its newest brand partner, actress Eva Longoria, have teamed up this spring to launch an exclusive new bedding collection in over 100 JCPenney stores and on jcpenney.com starting today. [Eva Longoria Home™](#) offers a line of comforter sets, decorative pillows and window treatments featuring an elegant mix of prints and finishes.

“Partnering with Eva Longoria is such a natural fit for JCPenney. She is known for her classic style and timeless beauty, and she has an approach to design that will resonate with our loyal customer base,” said Liz Sweney, chief merchant for JCPenney. “As we focus on our home growth strategy, our collaboration with Eva enables us to connect with even more families, highlighting the style, quality and value that is best found in the JCPenney home department.”

Eva Longoria Home features four distinct bedding sets influenced by the rich art and culture of Turkey, Morocco and Spain. The collection combines sophisticated patterns with chic colors to create a relaxing sanctuary in any bedroom. With sale prices ranging from \$129.99 to \$169.99, each bedding set includes a comforter, two shams and a bed skirt, while the coordinating decorative pillows are available from \$34.99 to \$39.99 each. Customers can complete their Eva Longoria Home bedroom with matching valances and drapes available on jcpenney.com.

“Each bedding ensemble offers a unique aesthetic inspired by Moroccan lattice, the deep blue Mediterranean Sea, the serene lavender fields in Spain and ornate Moorish tiles that give any room a touch of worldly elegance,” said Eva Longoria. “By drawing inspiration from these beautiful and exotic places, I can help others create a home that is stylish, yet casual and inviting. I couldn’t be more thrilled to be working with JCPenney on my first-ever home collection.”

For related images, please visit: <http://www.jcpnewsroom.com/posts/286/JCPenney-debuts-Eva-Longoria-Home>

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About JCPenney

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation’s largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,060 stores and at jcpenney.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit jcpenney.com.

About Eva Longoria

Actress, director, producer and activist, Eva Longoria is founder of “The Eva Longoria Foundation,” co-founder of “Eva’s Heroes,” and is national spokesperson for “Padres Contra el Cancer.” The Golden Globe-nominated, Screen Actors Guild Award-winning, and ALMA Award-winning actress returns to primetime TV this Fall, starring in and executive producing NBC’s “Telenovela,” and stars in the upcoming feature films [REFUGIO](#), [LOW RIDERS](#), and [ANY DAY](#); Longoria recently guest starred in the Golden Globe Award winning FOX comedy series,

“Brooklyn Nine-Nine” and is executive producer of Lifetime’s “Devious Maids,” going into its third season. She is executive producer for the NCLR ALMA Awards, documentaries HARVEST, FOOD CHAINS, and OUR TIME as well as the ESPN documentary short series “Versus,” of which she directed the first short, “Go, Sebastian, Go!”. Named “Philanthropist of the Year” by The Hollywood Reporter, Longoria was also honored with a Lifetime Achievement Award at Variety’s annual “Power of Women Luncheon.” A Brand Ambassador for L'Oréal Paris, Longoria owns BESO Hollywood, her own production company, UnbeliEVable Entertainment, two fragrances “EVA, by Eva Longoria” and “EVAmour,” and also has a New York Times bestselling cookbook EVA’S KITCHEN: COOKING WITH LOVE FOR FAMILY AND FRIENDS.

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