

JCPENNEY LAUNCHES ITS FIRST FASHION BRAND FOR PLUS-SIZE WOMEN AND COLLABORATES WITH “PROJECT RUNWAY®” WINNER ASHLEY NELL TIPTON

PLANO, Texas – (April 12, 2016) – Because every body deserves great style, JCPenney [NYSE: JCP] is introducing **Boutique+™**, its first-ever plus-size fashion brand designed exclusively for the full-figured woman. To celebrate its debut in 500 stores and at jcp.com beginning May 1, JCPenney will partner with Project Runway® winner Ashley Nell Tipton who will serve as brand ambassador and design two upcoming capsule collections. Boutique+ is a plus-size lifestyle collection designed for the fashion minded millennial shopper. The new line was conceived and created by a dedicated team of JCPenney design, trend and product experts who ensure the colors, prints and fabrics of Boutique+ flatter and fit curvy silhouettes. The addition of Boutique+ to the Company’s private brand portfolio will give a new generation of women more reasons to shop JCPenney.

“There are millions of incredibly stylish full-figured women who are seeking comfortable, well-fit clothes that offer style and versatility,” said Siiri Dougherty, senior vice president of women’s apparel at JCPenney. “JCPenney is committed to winning her loyalty by designing an entirely new modern brand made just for her and creating a dedicated shopping environment that respects her time and budget with a greater selection of affordable plus-size fashion that takes into account diverse body types.”

Starting this spring, designer Ashley Nell Tipton, Project Runway® season 14 winner, will serve as a brand ambassador providing her expertise on plus-size style for the millennial woman. Tipton has the distinction of being the first designer to present a plus-size collection during the Project Runway® finale. For fall and holiday, she will introduce an exclusive JCPenney capsule collection, “Ashley Nell Tipton for Boutique+,” marking the first time that her designs have been made available by a national retailer.

“I am thrilled to be a part of the JCPenney Boutique+ brand launch and have an opportunity to design a contemporary line that appeals to the wants and needs of plus-size women,” said Ashley Nell Tipton. “I look forward to infusing my signature style that is known for distinct designs in bright hues and bold patterns that appeal to young fashionistas looking for clothes that make them feel as good as they look.”

The Boutique+ brand offers feminine silhouettes, edgy patterns and bold colors. For spring, Boutique+ will showcase avant-garde styles inspired by the ‘70s. In stores and at jcp.com, shoppers will find a collection of femme tops and dresses infused with floral and paisley prints and vintage denim. Trendy fashion pieces include fringe tanks, tiered blouses and pleated skirts ranging in sale price from \$12.99 for a top to \$39.99 for a jacket.

A Sizeable Statement in Stores

In addition to introducing the Boutique+ brand of clothing this spring, JCPenney is also debuting an all-new in-store concept called [“The Boutique”](#) in nearly 200 stores. This new environment will give the full-figured customer an elevated environment for shopping a curated assortment of classic and modern fashion from brands such as a.n.a®, Boutique+, Liz Claiborne®, Worthington®, Alyx® and Bisou Bisou®. Designed to resemble a boutique shopping environment, these newly revamped areas feature sleek new fixtures, contemporary graphics and accent walls, as well as a display of plus-size mannequins to show how various outfits can be pulled together and complement a curvy figure. Ranging in size from 980 to 2,800 square feet, The Boutique will be a one-stop shopping destination for plus-size casual sportswear, denim and active wear, as well as a collection of handbags, fashion jewelry and accessories to complete any look.

The Boutique collection of brands will also be available at jcp.com where customers will find extended sizes up to 30w and 5x.

For images related to The Boutique and Boutique + merchandise, as well as the Spring 2016 lookbook, please visit jcpnewsroom.com/Boutique_plus.

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About JCPenney:

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every shopping experience is worth the customer's time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, customers will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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