

JCPENNEY CATERS TO MILLENNIAL GUYS WITH HIP, STYLISH BRANDS THAT TAKE HIM FROM WORK TO PLAY

PLANO, Texas – (Sept. 27, 2016) – Fall is the year’s most stylish season and JCPenney [NYSE: JCP] is taking this fashion-forward opportunity to target the millennial guy in a major way. With new and reinvigorated brands, including [Argyleculture® by Russell Simmons](#), [i jeans by Buffalo](#) and Decree®, that complement the retailer’s already hip styles from [MSX™ by Michael Strahan](#), [Ecko Unltd.®](#) and [JF J. Ferrar®](#), these sharp collections are designed with the millennial man in mind and serve as a point of differentiation for The Men’s Store at JCPenney.

“Young men, ages 25 to 35, are driving big growth at JCPenney and represent a very important customer segment,” said John Tighe, chief merchant for JCPenney. “This demographic has a lot of spending power and is very opinionated about the style and fit of his clothes. As we continue to elevate the perception of JCPenney with this target customer, it’s critical that we bring him trend-right brands at an incredible value to stay at the top of his consideration set.”

The Men’s Store at JCPenney offers the millennial man a broad assortment of brands and looks that he can wear in almost any setting. From tasteful, yet stylish, casual professional attire including Argyleculture by Russell Simmons and JF J. Ferrar, to a more relaxed, trend-driven look for the weekend with brands including MSX by Michael Strahan, Ecko, i jeans by Buffalo and Decree, JCPenney has the style, quality and value that young men want to look their best for any occasion.

Argyleculture by Russell Simmons

Appealing to the growing diversity of male shoppers, **Argyleculture by Russell Simmons** creates sophisticated menswear by fusing together an urban heritage and modern American sportswear. The collection features contemporary designs and fresh perspectives on classic essentials made for both the young professional and the mature gentleman.

“Argyleculture is for the stylish urban graduate who is driven and passionate about growing a successful career,” said Russell Simmons, media mogul and fashion designer. “By partnering with JCPenney, we have the opportunity to dress an entirely new audience of young and mature professionals who appreciate style.”

Packed with a broad assortment of patterns, colors and an intricate attention to detail, the collection incorporates pieces that any ambitious man should include in his wardrobe to look his best. When sale prices are in effect, shoppers will find polos for \$24.99, twill pants for \$31.99 and blazers for \$69.99. The line is now available in select JCPenney stores and [jcp.com](#).

MSX by Michael Strahan

A recent addition to The Men’s Store at JCPenney, **MSX by Michael Strahan** is an exclusive active lifestyle collection that can be worn in virtually any casual setting. Strahan’s second apparel line with JCPenney incorporates today’s popular athleisure trend and is available on sale from \$14.99 for tees and tanks to \$44.99 for a lightweight jacket. Complementing MSX by Michael Strahan, and its tailored clothing counterpart Collection by Michael Strahan, a line of dress and casual shoes under the Collection brand just launched in 200 stores and [jcp.com](#). The shoes are available on sale from \$44.99 to \$69.99 and can mix and match with both of Strahan’s apparel lines.

JF J. Ferrar

For a slimmer, more modern fit, JCPenney offers suit separates, dress shirts, ties and accessories from **JF J. Ferrar**. Created by a dedicated team of JCPenney designers, JF J. Ferrar tailored clothing is one of the retailer's fastest growing private brands with sales prices including \$24.99 for a dress shirt and tie set and \$69.99 for a sport coat. A great first-time suit purchase for many young men, the brand features bold colors, contemporary patterns and dapper accessories such as bow ties, suspenders and pocket squares that can take him from the workplace to a special event with ease.

Ecko Unltd.

Another millennial mainstay, **Ecko**, was just expanded to over 300 JCPenney stores this fall. The Ecko guy embraces a lifestyle filled with pop culture, music, video games and action sports. He proudly rocks this edgy street wear, and his brand enthusiasm has turned Ecko into one of the Company's most popular brands with Hispanic customers. Sale prices range from \$13.99 for a graphic tee to \$35.99 for destructed denim jogger pants.

i jeans by Buffalo

Designed with a focus on denim, **i jeans by Buffalo** is available in approximately 500 JCPenney stores across the country. Fashion-conscious young men will find distressed denim with various washes and pocket detailing, on sale for \$29.99 to \$33.99. In addition to denim, the reinvigorated brand also offers bold graphic tees for \$11.99 and button-up shirts for \$24.99. This collection is found only at JCPenney.

Decree

The JCPenney design team has expanded this eclectic, trendy brand into a collection for young men. Launching in select stores and at jcp.com in mid-October, this casual collection is rooted in denim and relaxed shirts that feature innovative finishes, washes and details. Decree for young men offers comfortable, updated looks at an affordable price with sale prices that will include tees for \$12.99, jeans for \$29.99 and moto jackets for \$59.99.

For men's trend images, please visit the fall look book: <http://www.jcpnewsroom.com/lookbooks-mens.html>.

JCPenney Media Relations:

(972) 431-3400 or jcpnews@jcp.com; follow us at [@jcpnews](https://twitter.com/jcpnews)

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 customer's shopping experience is worth her time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, she 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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