

JCPENNEY WELCOMES LIBBY EDELMAN® FASHION BRAND FEATURING MODERN DESIGNS FOR THE EVERYDAY WOMAN

Legendary Footwear Designer Brings Exclusive Collection of Shoes, Handbags, Apparel and Accessories to 500 JCPenney Stores

PLANO, Texas – (June 12, 2017) – JCPenney [NYSE: JCP] is stepping up its fashion game with the debut of Libby Edelman®, a lifestyle brand featuring irresistible fashion for time-strapped women. Inspired by Libby Edelman, creative visionary and co-creator of Sam & Libby® and Sam Edelman® footwear, the exclusive namesake brand boasts footwear, handbags, casual clothing and accessories that exude effortless style for a busy life. A special preview collection spotlighting summer dresses, casual footwear and lightweight crossbody bags debuts in 500 stores and at JCPenney.com beginning July 14, followed by a full launch on Sept. 8. The complete fall line-up will include a wider assortment of embroidered boots, sleek totes, feminine blouses in striking prints, layering jackets, versatile dresses, scarves, necklaces and trend hosiery.

“As we move to revitalize our women’s business at JCPenney, we want to attract new customers by expanding our women’s contemporary assortment and infusing newness into our brand portfolio through unique designer partnerships,” said John Tighe, chief merchant for JCPenney. “Libby Edelman is the latest collection to showcase this new strategy as we move toward meeting customer demand for more trendy, casual fashion.”

The Libby Edelman brand will encompass an eclectic mix of free-spirited looks offering modern pieces influenced by seasonal trends. In July, a selection of fashion sneakers, ankle-strap flats, peep-toe booties and crossbody handbags with embroidery and grommet accents will perfectly complement a limited edition of summer dresses. September will mark the debut of the full Libby Edelman lifestyle collection featuring shoes, handbags, apparel, fashion jewelry, accessories and hosiery, which will be prominently displayed throughout the women’s floor.

“As a busy working mom, I always wanted clothes, shoes and accessories with a simple, elegant and unique feel that made putting together a great look effortless. The Libby Edelman collection is ideal for every woman who has this similar desire,” said Libby Edelman. “While the collection simplifies everyday wardrobe choices, my hope is to give women the freedom and inspiration to combine pieces from the collection in ways that help them express new aspects of their personal style.”

Rooted in footwear, Libby Edelman will offer signature fashion flats, stacked heels, sling-back pumps and calf-high boots. The handbag collection will include a compelling mix of styles from suede hobo bags with tassels to chic, functional totes. Both will have elevated luxe details such as velvet fabrics and shiny embellishments for perfect trend-relevant looks. Apparel will include blouses, dresses, pants and jackets that blend floral and leopard prints, as well as tribal patterns with fall colors such as olive, blue, burgundy and purple. Chokers, pendants, statement earrings, bangles, scarves, belts and contemporary hosiery will inspire shoppers to create a head-to-toe look.

Libby Edelman will personally host the #SoWorthIt video series and serve as a mentor to modern American moms by sharing tips on how to achieve great style for a busy life. Customers can access the series through the JCPenney YouTube channel at www.youtube.com/jcpenny. The Libby Edelman collection will be shared, posted and pinned across multiple JCPenney social media channels, including Instagram and Pinterest, in addition to traditional marketing channels.

For images of the Libby Edelman collection, please visit: http://www.jcpnewsroom.com/news-releases/2017/0612_libby_edelman.html.

JCPenney Media Relations

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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 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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