

JCPenney Shines with Exclusive Styles of Girls' Apparel Dedicated to Nickelodeon Star JoJo Siwa

Company appeals to “Siwanatorz” with a bright and colorful selection of apparel, bedding and bows promoting Siwa’s positive, anti-bullying outlook

PLANO, Texas – (Feb. 26, 2018) – JCPenney [NYSE: JCP] is joining the JoJo Siwa craze and launching a line of licensed apparel dedicated to the 14-year-old Nickelodeon star and social media sensation. Available now at JCPenney.com and in 600 stores beginning March 2, girls will find a curated collection of tops, dresses, jackets and leggings exclusively designed for JCPenney, featuring Siwa’s love of inspirational messages, bows, emojis and the color pink. Fans, dubbed “Siwanatorz” by the popular teen herself, will also find JoJo Siwa-inspired bedding and her signature oversize hair bows, which have become a symbol of confidence for young girls.

“JCPenney introduced JoJo’s trademark hair bows to its girls’ assortment last fall and we were blown away by the response. By creating a comprehensive destination for specially-designed JoJo Siwa apparel and other related merchandise, JCPenney has an opportunity to reach an entirely new customer who loves her confident and upbeat personality,” said James Starke, senior vice president of merchandising for JCPenney. “This young generation of shoppers holds an unprecedented influence over family purchasing decisions and by bringing brands to JCPenney that appeal to this demographic, we can introduce her, and her family, to our store.”

The collection of JoJo Siwa apparel at JCPenney is inspired by Siwa’s positive messages and incorporates bright colors, sequins and hair bows for young girls, in sizes 4 to 12. Shoppers will find fun, age-appropriate looks including bow-adorned tank tops, pink tutu skirts, ruffle dresses and satin bomber jackets with Siwa’s signature bow print. Sale prices include \$15.99 for a sequin pocket tee, \$21.99 for leggings and \$31.99 for a jean jacket with satin patches. In addition to the retailer’s unique apparel collection, shoppers will also find a robust assortment of JoJo Siwa merchandise, including a hot pink, emoji-decorated [comforter set](#), a bow-shaped [decorative pillow](#), a singing [JoJo doll](#) and knee-high [bow socks](#).

“From school to the mall and everywhere in between, girls will feel strong and confident when they are rocking a JoJo outfit,” said JoJo Siwa. “My new styles at JCPenney are fun and colorful and I can’t wait to see girls rocking them.”

Siwa is the star of Nickelodeon’s *Lip Sync Battle Shorties*, a social media sensation, singer, anti-bullying advocate and *New York Times* best-selling author. Her YouTube channel, [It’s JoJo Siwa](#), promotes self-confidence and positivity with 5.6 million subscribers. Siwa’s hit music video, [Boomerang](#), boasts more than 500 million views on YouTube and reinforces her messages of inclusion and friendship. She also has 6.6 million followers on Instagram and 15 million fans on Musical.ly.

To download the news release and access product images, please visit:

https://www.jcpnewsroom.com/news-releases/2018/0126_launches_jojo_siwa_apparel.html

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishings retailers, combines an expansive footprint of approximately 875 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to connect with shoppers how, when and where they prefer to shop. At every customer touchpoint, she will get her Penney's worth of a broad assortment of products from an extensive portfolio of private, exclusive and national brands. Powering this shopping experience is the customer service and warrior spirit of over 100,000 associates across the globe, all driving toward 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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