

## JCPenney Launches Obsess, a *Totally Fun, Totally Stylish* Tween Brand

### Olympic gold medalist Laurie Hernandez inspires first Obsess capsule collection for Gen Z girls

**PLANO, Texas – (Feb. 21, 2018)** – JCPenney [NYSE: JCP] is taking a cue from the digitally-connected, social media-inspired tween generation and launching an exclusive new brand, Obsess, that features rotating capsules inspired by influential young women who promote a positive body image. The brand's first collection features Olympic gold medalist Laurie Hernandez and includes trendy tops, rompers, dresses and jeans influenced by Hernandez herself and designed for all body types. Obsess will launch at JCPenney.com on Feb. 26, and will be available in 500 JCPenney stores beginning March 2.

"Obsess is a very unique brand that allows JCPenney to reach a generation of girls who move rapidly from one fashion trend to another, as they discover new style inspiration through social media every day. By working with inspiring young women like Laurie Hernandez for unique capsule collections under the Obsess brand, JCPenney is able to offer tween girls the fresh, new styles they crave," said James Starke, senior vice president of merchandising for JCPenney. "As we focus on driving business to JCPenney, we have an opportunity with Obsess to attract an entirely new, and often elusive, Generation Z customer. Gen Z holds \$44 billion\* in buying power and is on track to becoming the largest consumer segment over the next few years, representing significant sales growth potential."

The introductory capsule collection for Obsess is an authentic representation of Hernandez's style. Tween girls will find casual, yet feminine, looks designed for every shape and size, including cold shoulder, peplum tops, bright floral prints, embroidered jeans and, one of Hernandez's favorite pieces, a teal bomber jacket with pink flowers on the sleeves. Hernandez was personally involved in the development of this line and approved each piece of the collection. Obsess is available for girls in sizes 7 to 20, including plus sizes, with sale prices ranging from \$21.99 for an embroidered, ruffled top to \$34.99 for a floral dress.

"My body changes so much between training, travel and down time. Comfort is so important. I wanted to create casual, cool clothes for girls of all shapes," said Hernandez. "I am so excited to launch my Obsess capsule at JCPenney and help girls feel confident and comfortable."

Obsess will be available within the JCPenney girls' department complementing a comprehensive assortment of popular brands, including The Original Arizona Jean Co.<sup>®</sup>, by&by, Nike<sup>®</sup> and Levi's<sup>®</sup>. With rotating concepts, customers will find an entirely new Obsess collection this summer with a distinct aesthetic and style for back-to-school. The next Obsess celebrity collaboration will be announced later this year.

For video and images of Obsess apparel and Laurie Hernandez, please visit:

[https://www.jcpnewsroom.com/news-releases/2018/0221\\_obsess\\_featuring\\_laurie\\_hernandez.html](https://www.jcpnewsroom.com/news-releases/2018/0221_obsess_featuring_laurie_hernandez.html)

\*IBM Institute for Business Value, Uniquely Generation Z

#### JCPenney Media Relations

972-431-3400 or [jcpnews@jcp.com](mailto:jcpnews@jcp.com)

Follow [@jcpnews](https://twitter.com/jcpnews) on Twitter for the latest announcements and Company information.

## **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](http://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](http://jcp.com).

###