

JCPenney news release

Legacy Home Brand Fieldcrest® Joins JCPenney Exclusive Brand Portfolio

Only at JCPenney, Fieldcrest products are available in all stores and online today

PLANO, Texas (March 4, 2021) – JCPenney is pleased to announce the addition of the celebrated home brand Fieldcrest® to its exclusive merchandise portfolio, which introduces an expanded high-quality bedding, bath, utility, and window selection. Trusted by consumers for more than 125 years and rooted in the textile mills of North Carolina, Fieldcrest blends luxurious materials, attention to detail, and best-in-class craftsmanship that stand the test of time.

“Welcoming the Fieldcrest brand to JCPenney is a proud moment for us and a key milestone in our journey to re-establish JCPenney as a leading home destination,” said Michelle Wlazlo, executive vice president and chief merchant. “As people spend more time at home and look to refresh their spaces, this collection features elevated yet attainable pieces that make everyday luxury possible.”

Featuring plush fabrics, neutral color palettes, and rich textures, the Fieldcrest assortment helps customers create an artfully crafted home. With thoughtful details like embroidery and piping, clean silhouettes, and sophisticated patterns, these timeless furnishings will bring a sense of calm to any space and ensure that customers’ most-loved items will last year after year.

Building on the momentum following the launch of the home brand Linden Street™ last spring, Fieldcrest is the newest addition to Penney’s home merchandise portfolio and the first of several new and refreshed home brands slated for this year. Fieldcrest reflects Penney’s commitment to offering fashion, quality, and value in our merchandise and complements the Company’s growing portfolio of national home brands such as Cambridge®, Cuisinart®, Luminarc®, Sonicare®, PowerXL®, Pure Enrichment®, Nordic Ware®, Schott Zwiesel®, SensorPEDIC®, Sharper Image®, Taste of Home™, Wilton®, and Zoku®.

Fieldcrest products are available exclusively at JCPenney in all stores and online at jcp.com starting March 4. For more information or to shop the new Fieldcrest collection, visit the brand’s [webpage](#). To download images, please visit the JCPenney [Newsroom](#).

JCPenney Corporate Communications:

jcpnews@jcp.com

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About JCPenney

JCPenney proudly serves customers at more than 650 stores across the United States and Puerto Rico, and at the Company’s flagship store, jcp.com. JCPenney is one of the nation’s largest retailers of apparel, home, jewelry, and beauty merchandise with a growing portfolio of private and national brands. Guided by the Golden Rule, JCPenney employs more than 60,000 associates worldwide and has served customers for over 119 years, playing a vital role in the communities they serve. For additional information, please visit jcp.com and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

About Fieldcrest

Fieldcrest has been the choice for quality bedding and bath in a simple and elegant aesthetic for over 125 years. A brand rich in American heritage founded in the textile mills of North Carolina, Fieldcrest has maintained its commitment to quality, while evolving to offer attainable luxury for today’s consumers. For more information, please visit Fieldcrest.com and follow the brand on [Instagram](#) and [Facebook](#).

About Iconix Brand Group, Inc.

Iconix Brand Group, Inc. owns, licenses, and markets a growing portfolio of consumer brands including: CANDIE’S®, BONGO®, JOE BOXER®, RAMPAGE®, MUDD®, MOSSIMO®, LONDON FOG®, OCEAN

PACIFIC®, DANSKIN®, ROCAWEAR®, CANNON®, ROYAL VELVET®, FIELDCREST®, CHARISMA®, STARTER®, WAVERLY®, ZOO YORK®, UMBRO®, LEE COOPER®, ECKO UNLTD®, MARC ECKO®, and ARTFUL DODGER®. In addition, Iconix owns interests in the MATERIAL GIRL®, ED HARDY®, MODERN AMUSEMENT®, BUFFALO®, HYDRAULIC®, and PONY® brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising, and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity. For more information, please visit iconixbrand.com.

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