

JCPenney news release

JCPenney Debuts New Private Home Brand Loom + Forge™

Available exclusively at JCPenney, this collection marks the retailer's most modern home collection to date

PLANO, Texas (April 15, 2021) – JCPenney announced today the introduction of the [Loom + Forge™](#) brand to its exclusive merchandise portfolio as it continues to reestablish the Company as a leading home destination. Whether mixing new pieces into an existing home, or finding something that adds a decidedly modern touch, the new collection of indoor and outdoor decor, bedding, bath, window coverings, and tabletop helps customers refresh their spaces with ease and purpose.

Rich with texture, the Loom + Forge collection is designed with warm finishes, neutral shades, and quality details. From 100% cotton bedding and luxurious Turkish cotton bath pieces, to beautiful marble serving trays and plush faux mink throws, each item in the Loom + Forge collection reflects thoughtful materials and artful craftsmanship. The bedding and bath assortment features OEKO-TEX®-certified materials, which are tested and verified to be free of more than 300 harmful substances.

“Following a big year of strategic investment in our home portfolio, we are excited to offer our customers even more choices to create a beautiful and comfortable home,” said Michelle Wlazlo, executive vice president and chief merchant. “As we continue to reaffirm our position as a leader in home, the new Loom + Forge collection brings inviting modern style to every space – from the bath and bedroom to the kitchen, living areas, and outdoors – with current, purposeful designs.”

On the heels of introducing the celebrated [Fieldcrest®](#) brand and expanding the Company's [Linden Street™](#) assortment, the JCPenney home portfolio now offers something for every style – from traditional to modern. Expect more newness to come in 2021 from JCPenney in both national and private brands of all categories.

Loom + Forge products are available exclusively at JCPenney in stores and online at [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 it serves. For additional information, please visit [jcp.com](#) and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

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