

JCPenney news release

Introducing JCPenney Beauty, the Retailer's New, Fully Inclusive Beauty Experience

JCPenney teams up with Thirteen Lune to redefine inclusivity in the beauty industry

LEWISVILLE, Texas (July 20, 2021)—JCPenney today unveiled its plans for JCPenney Beauty, a new, inclusive in-store and online experience that reflects customers' beauty wants and needs, no matter their age, gender, race, skin tone, hair type, beauty regime, or budget. JCPenney Beauty will offer the perfect mix of mass, masstige, and prestige products at a convenient, one-stop-shop that celebrates customers' unique, authentic beauty. Debuting in select retail locations and on [jcp.com](https://www.jcp.com) in October 2021, JCPenney Beauty promises brands that champion, products that inspire, and associates who will welcome, guide, and support all in a space that puts customers at ease.

“At JCPenney, our customers inspire everything we do. That’s why this new evolution of our beauty offering was created with them in mind,” says Michelle Wlazlo, executive vice president and chief merchandising officer, JCPenney. “Recognizing that each customer is uniquely beautiful, we designed JCPenney Beauty to be a hyper-inclusive experience where everyone shines. We've partnered with like-minded beauty brands to bring this vision to life and ensure everyone is represented.”

To bring true beauty inclusivity to its diverse range of customers, JCPenney is creating a shop-in-shop experience in partnership with [Thirteen Lune](https://www.thirteenlune.com) and other notable and inclusive beauty brands. Thirteen Lune is a revolutionary beauty and wellness e-commerce platform designed to inspire the discovery of beauty brands created by Black and Brown founders that resonate with people of all backgrounds. The partnership between JCPenney and Thirteen Lune is founded on a joint commitment to amplify diverse and inclusive beauty brands, and create an innovative retail platform that showcases and introduces diverse brands to a wider audience.

Thirteen Lune was founded by two advocates for retail inclusivity, Nyakio Grieco and Patrick Hering. Grieco is a beauty entrepreneur with two decades of experience and founder of nyakio™ Beauty, which honors her Kenyan heritage. Hering is the founder of 11 Honoré, a revered luxury plus size fashion label.

“Thirteen Lune’s presence within one of the country’s longest standing retailers is profound on many levels. Our brick and mortar footprint inside the visionary, hyper-inclusive JCPenney Beauty space will bring a beautifully curated assortment of brands from both Black and Brown founders and ally brands who are dedicated to creating lasting change in beauty,” Grieco remarked. “Together with JCPenney, we are able to reach so many more consumers with our inclusive beauty mission and product assortment, empowering them to see themselves reflected in our curation and dedication to uplifting our diverse offering of founders.”

Through this beauty partnership and others, JCPenney Beauty offers a collection of brands and products that cross categories and price points. Offering everything from makeup, skincare, and fragrance to hair products and styling tools, JCPenney Beauty’s selection will help customers look and feel their best and will be complemented by the [JCPenney Salon](https://www.jcp.com/salon), one of the largest

full-service retail salons in the country, with the most diverse services offered by a chain salon in the U.S.

Building upon a long legacy of serving millions of JCPenney Salon and beauty customers for more than five decades, the next generation of beauty at JCPenney was built upon extensive consumer research to thoroughly understand and thoughtfully deliver against how customers shop for their beauty favorites. These insights informed everything from JCPenney Beauty's delineated floor plan and one-stop-shop experience to its inclusive product assortment and helpful beauty experts.

The new beauty space will include an open-concept floor plan, crisp clean paint, and natural wood tone accents. Knowledgeable sales associates, specially trained to service all skin tones and hair textures, will guide customers on their beauty journey, with product recommendations and tips and tricks. JCPenney Beauty will have an equally engaging online shopping experience.

JCPenney Beauty will launch at select JCPenney locations across the country and on jcp.com beginning October 2021. The nationwide store rollout will begin in Fall 2022, with the expansion continuing through 2023.

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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 50,000 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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About Thirteen Lune

Thirteen Lune is an e-commerce destination designed to inspire the discovery of POC founded beauty brands for all beauty lovers to enjoy, as well as products created exclusively for the beauty needs of Black and Brown people. Thirteen Lune is a result of a partnership between Nyakio Grieco, founder of nyakio™ Beauty which is based on her family's African culture and traditions, and Patrick Herning, founder and CEO of size-inclusive e-commerce platform, 11 Honoré. Thirteen Lune seeks to be a vehicle for change and a platform for authentic allyship where the voices of Black and Brown beauty founders are heard and celebrated.

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