



FOREVER 21

Introducing Forever 21 at JCPenney

A Curated Fashion and Lifestyle Assortment Launches Nationwide in 100 JCPenney Doors and on JCPenney.com

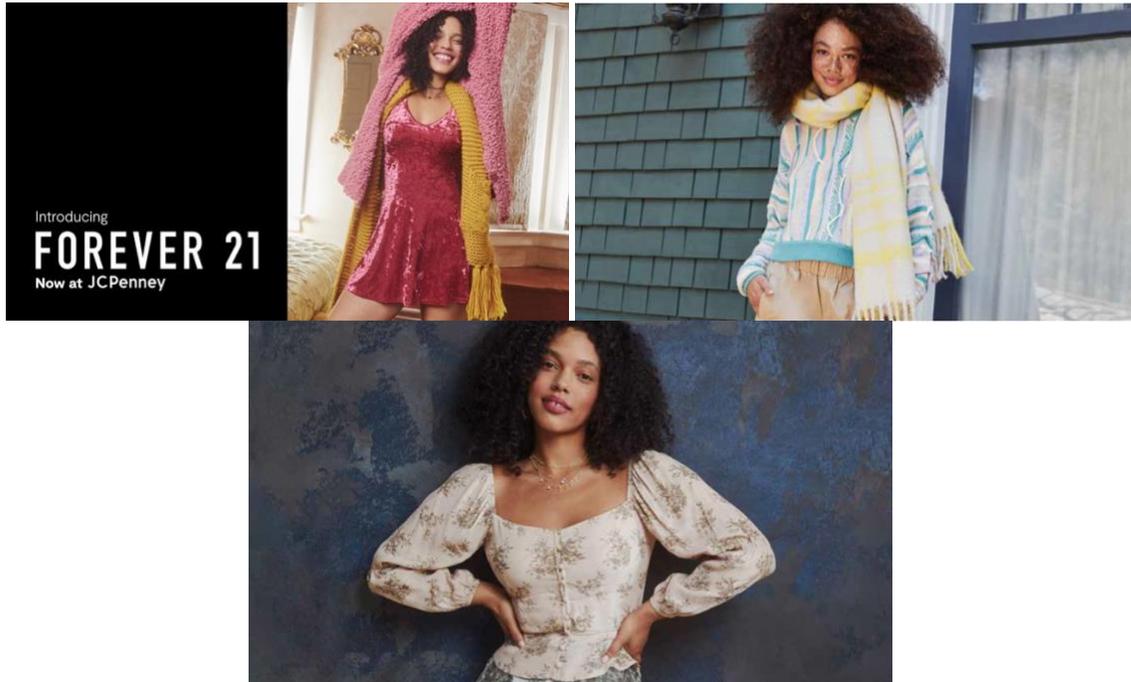
LEWISVILLE, Texas – (Dec. 13, 2021) – JCPenney today announces Forever 21 as the latest addition to its portfolio of national fashion brands available in 100 JCPenney stores nationwide and online at [jcpenney.com](https://www.jcpenney.com). This strategic move bolsters JCPenney’s position as a national retailer for teens and young adults with a curated assortment from the iconic fashion retailer’s core women’s products, trend pieces, and exclusive collaborations.

“Forever 21 and JCPenney share a mission to make the latest trends accessible to all while inspiring unique style and confidence,” said Michelle Wlazlo, executive vice president, chief merchandising officer at JCPenney. “The addition of this brand to our portfolio rounds out our Young Minded assortment and brings an exciting new element of in-the-moment fashion.”

The introduction of Forever 21 at JCPenney further establishes JCPenney as a generational shopping destination. The assortment of tops, bottoms, and dresses is rooted in West Coast style and composed of new, neutral must-haves and trending design aesthetics like lush velvet and chic floral. The launch of Forever 21 at JCPenney is being driven through a 360-marketing campaign encompassing in-store, e-commerce, social media, and direct mail promotions.

“Forever 21’s relationship with the Generation Z customer is a perfect alignment for JCPenney, who is also committed to bringing innovation, excitement and fashion to a young consumer that understands the quickly evolving trends in fashion,” said Jarrod Weber, group president lifestyle, chief brand officer – lifestyle at Authentic Brands Group, owner of Forever 21. “We are particularly pleased to bring both companies together for the launch of this creative brand and marketing opportunity.”

Shop Forever 21 on [jcpenney.com](https://www.jcpenney.com) and in 100 of its stores across the U.S.



###

About Forever 21

Forever 21 is a fashion industry leader making latest trends accessible to all while inspiring unique style and confidence. With a renewed focus on the customer experience, the brand offers high style designs and fashion basics with compelling values and a dynamic store environment. While driving innovation across e-commerce and digital to expand access and convenience, the brand continues to strengthen its positioning as today's preferred destination for the fashionable consumer. Forever 21 is located in more than 540 locations globally and online. For more information visit [Forever21.com](https://www.forever21.com).

For more information or to find a store location, please visit: www.forever21.com. Follow @forever21 on [Instagram](#), [Facebook](#) and [Twitter](#).

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](https://www.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](https://www.jcp.com) and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

About Authentic Brands Group

Authentic Brands Group (ABG) is a brand development, marketing and entertainment company, which owns a portfolio of global media, entertainment and lifestyle brands. Headquartered in New York City, ABG elevates and builds the long-term value of more than 30 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers and retailers. Its brands have a global retail footprint across the luxury, specialty, department store, mid-tier, mass and e-commerce channels and in more than 6,300* freestanding stores and shop-in-shops around the world.

ABG is committed to transforming brands by delivering compelling product, content, business and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. ABG's portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®*, Eddie Bauer®, Spyder®, Volcom®, Airwalk®, Nautica®, Izod®, Forever 21®, Aéropostale®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Nine West®, Jones New York®, Frederick's of Hollywood®, Adrienne Vittadini®, Van Heusen®, Arrow®, Tretorn®, Tapout®, Prince®, Vision Street Wear®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Herve Leger®, Frye®, Hickey Freeman®, Hart Schaffner Marx®, Thomasville®, Drexel® and Henredon®. *Pending acquisition in Q1 2022.

For more information, visit authenticbrands.com.

Follow ABG on [Twitter](#), [LinkedIn](#) and [Instagram](#).

Media Contacts:

Melissa Seekely – Manager, Corporate Communications, JCPenney
jcpnews@jcp.com

Haley Steinberg – VP, PR & Corporate Communications, Authentic Brands Group
hsteinberg@authenticbrands.com

Giana Elenterio – Director, PR – Lifestyle, Authentic Brands Group
gelenterio@authenticbrands.com