

# JCPenney news release

## JCPenney Gets Spring Refresh with Newness Across All Categories

*Introducing three new swim brands and exclusive merchandise in active, apparel, and home*

**PLANO, Texas (March 25, 2021)** – Spring is a time of reawakening, and that includes spring fashion at JCPenney, which features exciting new merchandise offerings across all categories. From three new swim brands, new apparel and activewear for the whole family, and expanded home furnishings, JCPenney has everything you need to celebrate all the moments of spring.

“There is a constant drive to refresh our brands to keep up with the changing needs of our customers,” said Michelle Wlazlo, executive vice president and chief merchant. “Whether it be preparing their home for special celebrations, getting ready for a long-anticipated vacation, or safely reconnecting with family and friends, JCPenney has everything to help our customers stylishly return to their favorite activities this season.”

JCPenney is splashing into the warmer months with three new women’s [swimwear brands](#) – Mynah™, Decree™, and Sonnet Shores™ – with each collection providing quality and functional comfort in styles that will allow customers to hit the backyard, beach, or pool with total confidence. In a celebration of body positivity and inclusivity, JCPenney’s new swimwear options range from classic to trendy and are not intended for specific ages or body sizes, but rather customers’ individual styles.

For customers looking to spring into a new routine, JCPenney has a variety of activewear apparel for the whole family. Find the right gear to get moving with new selections from leading national brands Champion® and Puma®. As temperatures rise, stay cool during the toughest workouts with selections from JCPenney’s exclusive [Xersion®](#) brand featuring innovative EVERAIR™ fabrication that combines breathable technology and Quick-Dri® wicking for optimal air flow.

Easter is right around the corner, and JCPenney has offerings for every kind of celebration from casual to a bit more dressed up. With a variety of St. John’s Bay® casual apparel, it’s never been easier to put together new spring looks for men and women. For customers looking to get back to dressing up, Worthington® and Stafford® collections offer classic dress essentials like sheath dresses, lightweight jackets, and crisp tops and bottoms. The recently revamped [Liz Claiborne®](#) collection – sold exclusively at JCPenney since 2009 – has undeniable quality and mix-and-match options like fresh silhouettes, tailored knits, and flowing dresses with bold, new prints and hues, to meet all of spring’s moments with a sense of ease.

Spring is also a time to refresh home spaces, both indoors and out. JCPenney’s exclusive [Liz Claiborne](#) home assortment offers an expanded selection of functional décor with timeless designs. The [Linden Street™](#) collection offers artisan style soft towels, comfortable sheets, natural cotton drapes, and now décor, including dinnerware, serveware, and table linens. On the heels of JCPenney’s recent [Fieldcrest®](#) launch, the Company is continuing to strengthen its home merchandise assortment, including a new modern home brand coming next month.

JCPenney is excited to continue investing in its private and national brand portfolio to offer compelling and inspiring merchandise to its customers. Check out the JCPenney flagship store, [jcp.com](#), to shop these products now and new offerings all spring long. To download images and videos, please visit the [JCPenney Newsroom](#).

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

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