Make Your Holidays Count.
Your checklist to the merriest season

Here at JCPenney, we believe prepping for the holidays should mean more, not cost more. From gifting to family time and entertaining, we know you wait all year for the season when your planning pays off. We see you. We put in the effort to match yours to make every day, dollar and holiday moment count.

And that means having fashion for the whole family...from work soirees to family pajama parties...a fragrance gift that says, “I get you…” the perfect table toppers to bring festive cheer to family feasts... and just the right diamond to accompany that unforgettable moment. Holiday joy is in the moments you make.

JCPenney is the place to make all your holidays count.

Embrace the coziest season of them all

25% of consumers plan on buying matching holiday pajamas this season.*
Limited-time holiday collection

Trend Alert!
Get holiday ready with the look that makes a statement

Limited-time holiday collection

Sparkle and shine as you step into everyday luxury fashion this winter.

Party-ready looks

Feel festive in outfits merry and bright

Trend Alert!
Steal the show with plush fabrics like velvet and corduroy, and stay on-trend with wide-leg and flare pants – all while feeling comfortable and looking timeless in apparel and accessories from great brands like Liz Claiborne and Worthington.

Grab the spotlight

Sparkle and shine as you step into everyday luxury fashion this winter.

Trend Alert!


Beauty

Of all generations, Gen Z is the most likely to enjoy receiving skincare products, hair accessories and makeup brushes or other beauty tools.*

Glow brighter than the holiday lights

Nearly a third (31%) of consumers say they would enjoy receiving perfume or cologne as a gift.*
Spoil that special someone in your life with something extra magical.

A. 5 Ct. Lab-Grown Diamond Bracelet in 10k Gold (2704511)
B. 1 Ct. Lab-Grown Diamond in 10k Gold (2712193)

Lab-grown diamond studs

D. Bulova Watches for Him & Her (0519132, 0517179)
E. Chain Necklaces
F. Engagement Rings

67% of consumers say jewelry is the most sentimental holiday gift.*

The ring that pops the question.
Holiday hosting

Give them a holiday to remember with festive décor

Make your guests feel right at home with entertaining essentials

Half of consumers plan on hosting a holiday meal this year.*

Stay tuned for Tia’s favorite hosting picks!

Tia Mowry

"I love spending time at home during the holidays – and I love it even more when I get to bring family and friends into my home! Rather than trying to get every detail perfect, I try to make it an experience that’s uniquely fit for the people I love most, filled with delicious smells, cozy surroundings and laughter throughout the halls."

Photo credit Felisha Tolentino

More than half of Americans feel decorating the home to feel festive is the best way to upgrade a guest’s experience.*

A. North Pole Trading Co. Dinnerware (7863683)  B. Crock’s 1.5 Quart Festive Holiday Slow Cooker (786346)  C. Cheese Board (7862029)  D. North Pole Trading Co. Table Linens (7895937). Please check latest pricing on JCPenney.com.

Cozy home

Deck your halls with cheer

Make the at-home experience functional, yet elevated to create memories that will last a lifetime

Nearly a quarter of Americans say they'd most like to receive the gift of an experience or service this year.*

Gifts for at-home experiences

A. North Pole Trading Co. Faux Mink To Sherpa Reversible Throw (7100485)
B. Distant Lands Holiday Candles
C. Avanti Holiday Gnomes Shower Curtain (7446533)
D. Avanti Falala Bath Rug (7446546)
E. North Pole Trading Co. Holiday Santa Gnome Coffee Mug (7863680)
F. North Pole Trading Co. Holiday Velvet Plush Throw (7100483)
H. Cooks 1.5 Quart Festive Holiday Slow Cooker (7806349)
I. Retro Arcade Desktop LED Foosball (5321093)
J. Retro Arcade Desktop Billiards (5321095)
K. North Pole Trading Co. Set Of 4 Scented 4-pc. Jar Candle (7461954)
L. North Pole Trading Co. Advent Calendar
M. North Pole Trading Co. Gift Set 6-pc. Bath Bombs (7461956)
N. Sharper Image Electric Tabletop S'mores Maker (6836987)

*Source: USA Today.
Unique gifts

For the one that has everything...
Give them the unexpected

Gifts for the family

Spark joy with the perfect gift that will bring the whole family together

70% of shoppers are spending the same or more this year on clothing, shoes and accessories for the family.*

*JCPenney Survey, December 2022


32% of consumers are feeling the pressure to make sure their money stretches further this holiday season.*

Cyber Days
11/26-11/28: 30% off and additional deals (coupon excluded)
Friends & Family
11/29-12/3: 30% off; 35% off with JCPenney Credit Card

Holiday Mystery Sale
12/7-12/14: extra 30/40/50% off peel & reveal

Holiday Seasonal Event
12/18-12/24: 20% off + holiday doorbusters

After Christmas Sale
12/25-12/28: 25% off; 30% off with JCPenney Credit Card

New Year’s Sale
12/29-1/1: 30% off
Ready to make all your holidays count this year?

Begin your holiday browsing in-store or at jcp.com.

Please reach out to jopnews@jcp.com or Taylor.Mund@fleishman.com with media inquiries.

*TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a nationally representative survey on behalf of JCPenney of 2,009 U.S. adults aged 18 and older. The survey was fielded from September 22-28, 2023. Data were weighted by region, gender, age group, race, ethnicity and income.