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.

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

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Party-ready looks
Feel festive in outfits merry and bright

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.

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

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

Nearly a third (31%) of consumers say they would enjoy receiving perfume or cologne as a gift.*

Glow brighter than the holiday lights

A. Relevant Glow & Go 2-Piece Set (9601584)  B. Patchology Fizz The Season Festive Self Care Kit (9601565)  C. Cosrx All About Snail Kit Value Set (9600145)  D. SLF Travel mirror (9601588)  E. Eilish Satin Heatless Styling 3-Piece Gift Set (9721315)  F. Jason Wu Milk and Honey Set (9850664)  G. Vince Camuto 3-Piece Travel Spray (9151937)  H. Smashbox Always On Foundation (9600104)  I. Smashbox Photo Finish Primer (9600718)  J. Murad Skincare Gift Set (0658748). Please check latest pricing on JCPenney.com.

Spoil that special someone in your life with something extra magical.

Lab-grown diamond studs

The ring that pops the question

67% of consumers say jewelry is the most sentimental holiday gift.*
Give them a holiday to remember with festive décor

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

Stay tuned for Tia’s favorite hosting picks!

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

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

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

A. Paw & Tail Orange Dog Vest (6877087)
B. Herb Grower (6837421)
C. HoMedics Shiatsu + Kneading & Vibration Massage Cushion with Heat (8641686)
D. HoMedics Easy-Store Elite Footbath with Heat Boost (8641696)
E. Mvmt Mini Plier Tool (5321113)
F. Pink Sky Floating Glitter Pen (6837936)
G. Pink Sky Snow Globe Wine Stopper (6837939)
H. Five Oak 2-pc. Football Ice Mold (5321101)
I. iLive Jam Tailgate Portable Speaker (6837820)

K. Heat Holders Women’s Beanie (1052002)
L. Heat Holders Cable Neck Warmer (1052199)
M. Women’s Calvin Klein Euphoria 3-Piece Set (9152211)
N. Juicy Couture Miss Piggy Fry 16 oz. Sprayer/Vegetable Brush (9150407)
O. Liz Claiborne Lisa Zip. Tote Bag (1030847)
P. St. John’s Bay Blanket Ombre Plaid Shawl (1050758)
Q. St. John’s Bay Fleece Mock Neck Sweatshirt (0393555)
R. Hydragear 40oz. Atlas Water Bottle with Straw (6840141)
S. Minnie Mouse girls Digital Multicolor Strap Watch (0399757)
T. Minecraft Boys Digital Multicolor Strap Watch (0399916)
U. Spiderman Unisex Automatic Red Strap Watch (0395555)


70% of shoppers are spending the same or more this year on clothing, shoes and accessories for the family.*
Black Friday 11/24

Get ready to save on thousands of deals!

1. **Women’s Boots** $19.99
2. **Women’s St. John’s Bay Puffer Jackets** $24.99
3. **Home Expression Towels** $2.99
4. **Cooks Cookware Sets** $69.99
5. **Liz Claiborne Ultra Fit Performance Sheet Set** $34.99
7. **Women’s St. John’s Bay Removable Hood Midweight Puffer Jacket** $24.99

Our Best Black Friday Ever!

All the deals, all the fun—ALL IN STORE, 11/24!

- **5 AM**
  - $10 off $10, $100 off $100 or $500 off $500!
- **9 AM**
  - $10 off $10 coupon when you spend $50+ on Gift Cards.
- **1 PM**
  - Your chance to win FREE diamonds!* (Exclusions apply. While supplies last. Must be 18+.
  - May be mined or lab-grown diamonds.
- **5 PM**
  - Let us cover your cart! $500 off $500 coupon!

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:
30% off and additional deals (coupon excluded)

Super Saturday
12/15-12/17:
30% off + holiday doorbusters

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

*Exclusions apply. While supplies last. Must be 18+.
May be mined or lab-grown diamonds.
Ready to make all your holidays count this year?

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

Please reach out to jcpnews@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.