

# JCPenney

The Ultimate  
Holiday  
Gift Guide



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.

## Outfits for the family



Embrace the **coziest** season of them all ✨



25% of consumers plan on buying matching holiday pajamas this season.\*

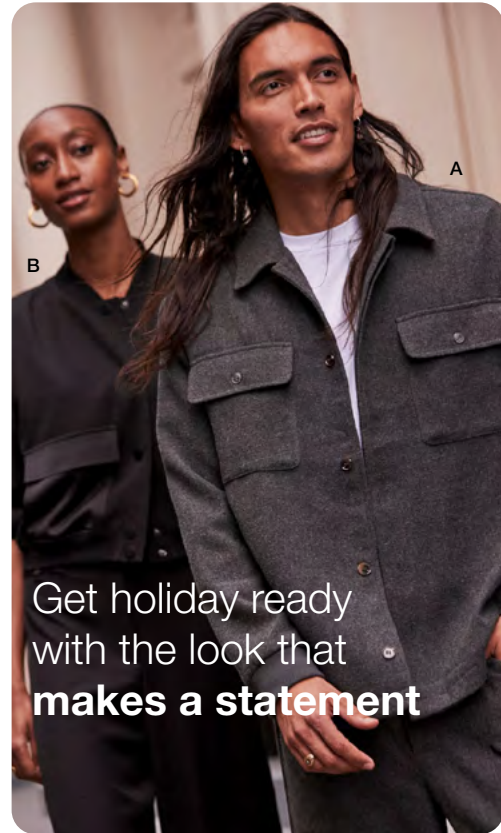


A. Merry Matching Family Sweaters (6330142, 6330146, 6330136) B. Levi's® Men's Faux Suede Shirt Jacket (5380121) C. Frye and Co. Lightweight Faux Fur Coat (6200314) D. Be Jolly Matching-Family Pajamas (1141000, 1140975, 1141150) E. Men's & Women's Fleece Pajamas Pants. Please check latest pricing on JCPenney.com.





# Limited-time holiday collection



Get holiday ready with the look that **makes a statement**



**A.** JF J.Ferrari X Jason Bolden Mens Big and Tall Shirt Jacket (1621024) **B.** Worthington X Jason Bolden Womens Midweight Softshell Jacket (1691023) **C.** Worthington X Jason Bolden Womens Sequin Blazer (1691024) **D.** Worthington X Jason Bolden Womens Mid Rise Sequin Cargo Pant (1695012) **E.** Worthington X Jason Bolden Womens Suit Jacket (1691022) **F.** Worthington X Jason Bolden Womens Vest (1692099) **G.** Worthington X Jason Bolden Womens Mid Rise Pant (1695010) **H.** Worthington X Jason Bolden Womens Plus Long Sleeve Midi Sweater Dress (1693018). Please check latest pricing on JCPenney.com.



Grab the **spotlight**



**I.** JF J.Ferrari Velvet Mens Big and Tall Stretch Fabric Classic Fit Sport Coat (5625049) **J.** Premier Amour Velvet Women's Blazer (2196129) **K.** Premier Amour Velvet Women's Pants (2196130) **L.** Clover And Sloane Sleeveless Sequin Midi Sheath Dress (2291358) **M.** Premier Amour Faux Feather Sleeveless Midi Sheath Dress (2193187) **N.** Men's Suiting **O.** Women's Dress Shoes **P.** Men's Dress Shoes **Q.** Women's Crossbody Bags **R.** Ryegrass Midweight Motorcycle Jacket (8620800). Please check latest pricing on JCPenney.com.

# 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.





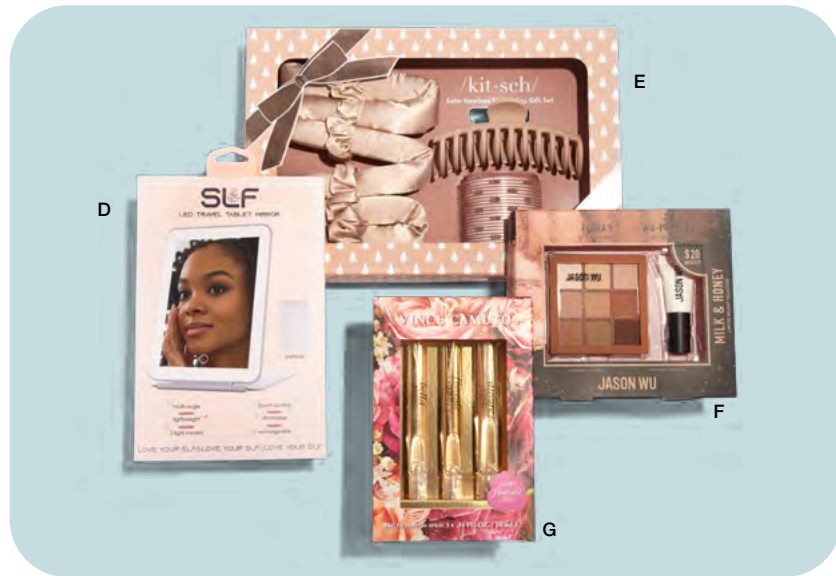
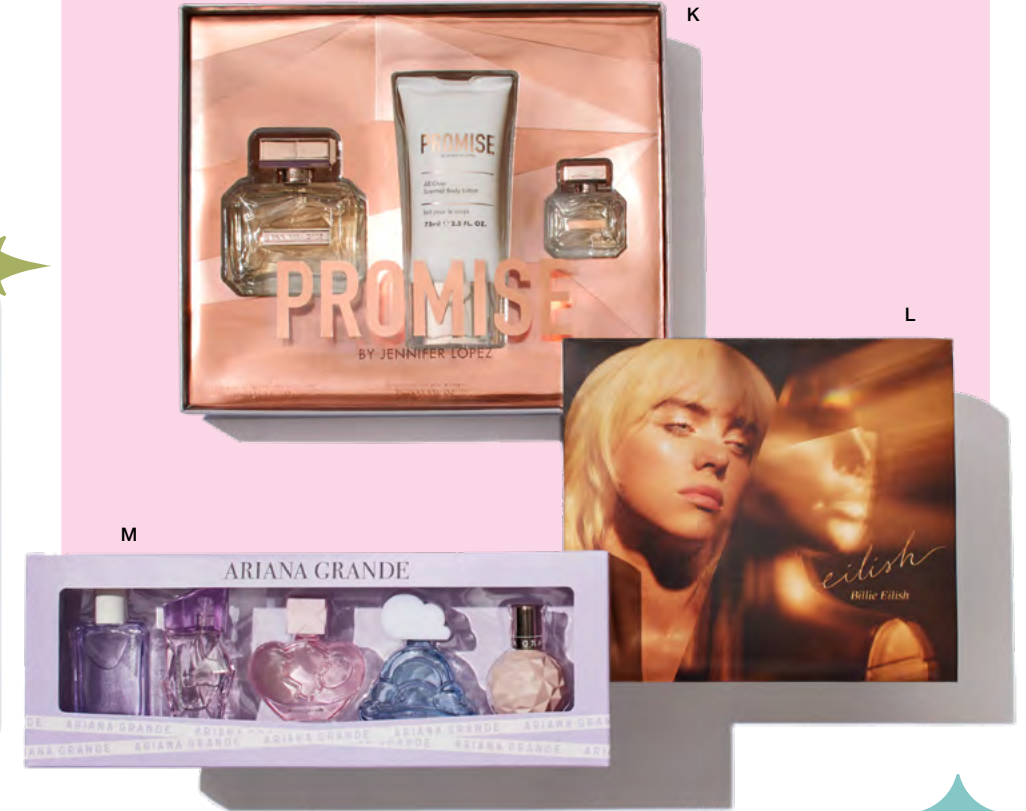
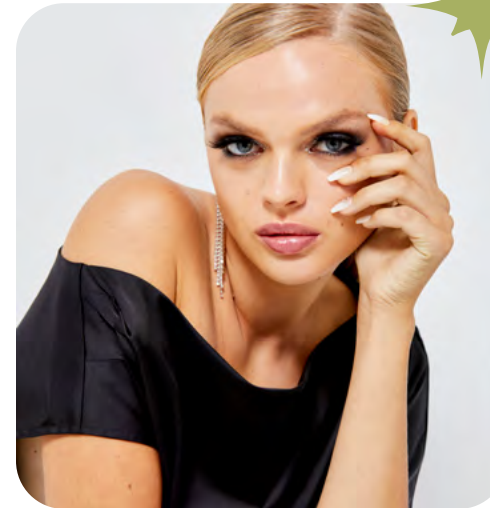
# Beauty



**Glow brighter**  
than the  
holiday lights



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



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



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. Kitsch Satin Heatless Styling 5-Piece Gift Set (9721315) F. Jason Wu Milk & Honey Set (9850664) G. Vince Camuto 3-Piece  
Travel Spray (9151937) H. Smashbox Always On Foundation (9860704) I. Smashbox Photo Finish Primer (9860719) J. Murad Skincare Gift Set (0658748). Please  
check latest pricing on JCPenney.com.

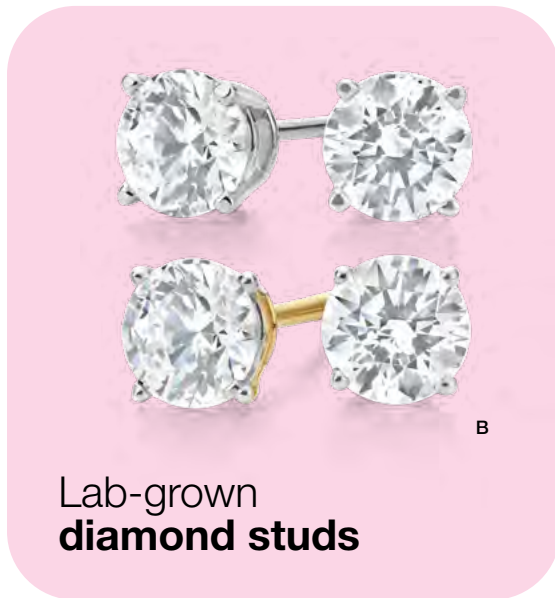
K. Jennifer Lopez Promise 3-Piece Gift Set (9152102) L. Eilish By Billie Eilish Gift Set (9152073) M. Ariana Grande 5-Piece Coffret Set (9151907) N. Women's  
Calvin Klein Euphoria 3-Piece Set (9152211) O. Calvin Klein Eternity for Men (9151866) P. Vera Wang 2-Piece Gift Set (9152068) Q. Juicy Couture 3-Piece Travel  
Set (9152033) R. Shades by Shan Lip Gloss Trio (9860677). Please check latest pricing on JCPenney.com.



# Luxe gifts



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



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



The ring that **pops the question**



**A.** 5 Ct. Lab-Grown Diamond Bracelet in 10k Gold (2704511) **B.** 1 Ct. Lab-Grown Diamond in 10k Gold (2712193) **C.** Monet Jewelry 17 Inch Rolo Oval Y Necklace (1375921). Please check latest pricing on JCPenney.com.

**D.** Bulova Watches for Him & Her (0519132, 0517179) **E.** Gemstone Jewelry **F.** Chain Necklaces **G.** Engagement Rings **H.** Sparkle Allure Jewelry Set (0586244). Please check latest pricing on JCPenney.com.



# Holiday hosting



The tablescape that's **worth the toast**



Make your guests feel **right at home** with entertaining essentials



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



Give them a **holiday to remember with festive décor**



**Sleigh it with holiday décor**

# Holiday décor



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



**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.**"

**Stay tuned for Tia's favorite hosting picks!**

Photo credit Felisha Tolentino

**A.** North Pole Trading Co. Dinnerware (7863683) **B.** Cooks 1.5 Quart Festive Holiday Slow Cooker (7806346) **C.** Cheese Board (7862029) **D.** North Pole Trading Co. Table Linens (7895937). Please check latest pricing on JCPenney.com.

**E.** North Pole Trading Co. 18" Santa (0455594) **F.** North Pole Trading Co. 14" Pink Soldier Christmas Nutcracker (0455716) **G.** North Pole Trading Co. 14" African American Traditional Advent Christmas Nutcracker (0455721) **H.** North Pole Trading Co. House Advent Christmas Advent Calendar (0457293) **I.** Monet Jewelry Gold Tone Musical Angel Christmas Ornament (1375222) **J.** Monet Jewelry Multi And Gold Tone Christmas Tree Christmas Ornament (1375151) Please check latest pricing on JCPenney.com.



# Cozy home



Deck your halls with cheer



# Gifts for at-home experiences



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.\*



A. All bedding B. Distant Lands Holiday Candles C. Avanti Holiday Gnomes Shower Curtain (7446533) D. Avanti Falala Bath Rug (7446526) E. North Pole Trading Co. Holiday Santa Gnome Coffee Mug (7863680) F. North Pole Trading Co. Holiday Velvet Plush Throw (7100483) G. North Pole Trading Co. Decorative Pillows. Please check latest pricing on JCPenney.com.

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. Candle Advent Calendar M. North Pole Trading Co. Gift Set 6-pc. Bath Bombs (7461956) N. Sharper Image Electric Tabletop S'mores Maker (6836987) O. Keurig® K-Supreme® Smart Brewer (7806396). Please check latest pricing on JCPenney.com.



# 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**



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

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) J. iLive Keyboard with Microphone (6837821). Please check latest pricing on JCPenney.com.

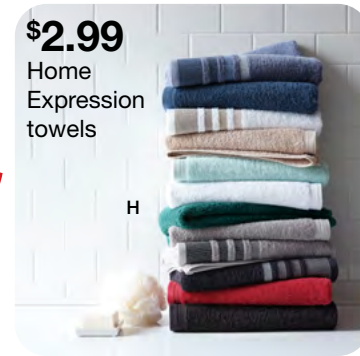
K. Heat Holders Women's Beanie (1052002) L. Heat Holders Cable Neck Warmer (1052199) M. Women's Calvin Klein Euphoria 3-Piece Set (9152211) N. Juicy Couture Viva La Juicy Eau De Parfum Spray/Vaporisateur (9150487) O. Liz Claiborne Lisa 2pc Tote Bag (1030847) P. St. John's Bay Blanket Oblong Plaid Scarf (1050758) Q. St. John's Bay Fleece Mock Neck Sweatshirt (5130818) R. Hydrogear 40oz. Atlas Water Bottle with Straw (8040141) S. Minnie Mouse Girls Digital Multicolor Strap Watch (0399757) T. Minecraft Boys Digital Multicolor Strap Watch (0399759) U. Spiderman Unisex Automatic Red Strap Watch (0393555) V. Disney Frozen Girls Digital Multicolor 4-pc. Watch Boxed Set (0399769). Please check latest pricing on JCPenney.com.



# JCPenney Black Friday 11/24



Get ready to save on **thousands of deals!**



**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



## Our Best Black Friday Ever!

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

**5AM**

\$10 off \$10,  
\$100 off \$100 or  
\$500 off \$500!

**9AM**

\$10 off \$10 coupon  
when you spend \$50+  
on Gift Cards.

**1PM**

Your chance to win  
**FREE diamonds\*!**

**5PM**

Let us cover your cart!  
\$500 off \$500 coupon!

\*Exclusions apply. While supplies last. Must be 18+.  
May be mined or lab-grown diamonds.

## Holiday Mystery Sale

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

## 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



A. Arizona Womens Shaw Flat Heel Winter Boots (0377000) B. Arizona Womens Starling Flat Heel Winter Boots (0375001) C. St. John's Bay Womens Removable Hood Midweight Puffer Jacket (2630929) D. Cooks Stainless Steel 15-pc. Cookware Set (7821205) E. Engagement Rings F. Women's Crossbody bags G. Liz Claiborne Ultra Fit Performance 575TC Sheet Set (7234842) H. Home Expressions Solid and Stripe Bath Towel Collection (7400868). Please check latest pricing on JCPenney.com.





Ready to make all your  
**holidays count this year?**

Begin your holiday browsing  
in-store or at [jcpenney.com](https://www.jcpenney.com).

Please reach out to [jcpnews@jcp.com](mailto:jcpnews@jcp.com) or  
[Taylor.Mund@fleishman.com](mailto: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.