

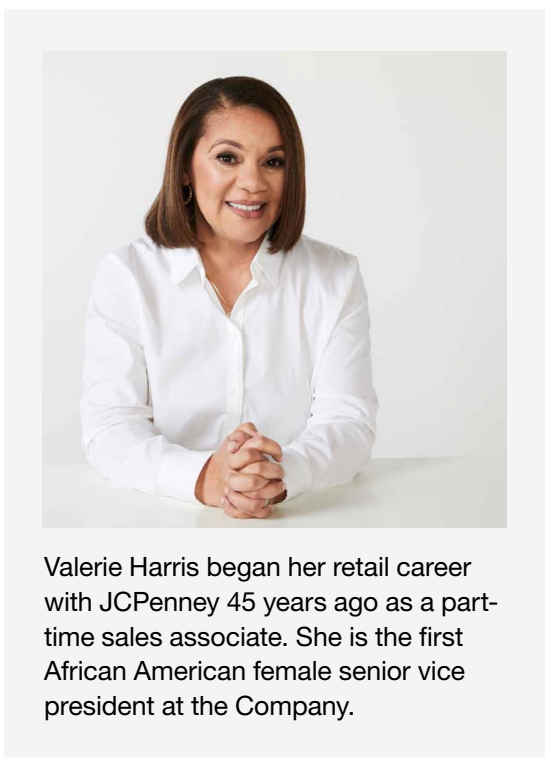


Hope & Wonder and The JCPenney Creative Coalition

Members of JCPenney's Creative Coalition

Top row from left to right: Twinkle Patel, Briana Baston-Cooper, Gabriella Corza, Sophia Dowell, Tiffani Hudson. Middle row: Maria Lety Reza, Ashia Elliott, Daisy Bernard, Maritza Colón, Sheena Gullette, Pamela Velez, Analia Lemus, Zahira Rodriguez, Angel Tatad Saine. Front Row: Ashley Chang, Krystal Ellis-Kendrick.

JCPenney's **Creative Coalition** is a cross-functional team of passionate BIPOC designers who bring their authentic selves and distinctive voices to creating each Hope & Wonder collection. The ongoing mission of the Creative Coalition is to establish JCPenney as a year-round authentic resource for apparel, accessories, gifts, beauty and home by speaking to the heart of important cultural moments.



Valerie Harris began her retail career with JCPenney 45 years ago as a part-time sales associate. She is the first African American female senior vice president at the Company.

JCPenney's Creative Coalition is the brainchild of senior vice president of trend, brand management and design **Valerie Harris**. In 2020, Harris identified a need to increase the authenticity of Black History Month product and creative opportunities for BIPOC designers.

Since its inception, the Creative Coalition has expanded across several ethnicities and cultural affinity groups to allow more associates to become directly involved in the communities they represent and serve, through their design work.



The Creative Coalition includes designers who have been with JCPenney over 20 years and those who joined more recently. Pictured here from left to right: Dolores Bestwina (21yrs), Angel Tatad Saine (8yrs), Brandi Wallace (15yrs) and Pamela Velez (19yrs).