

JCPenney

Our first-ever collab
that starts with petites—
**it's giving big
fashion energy**



Ally Brooke
is a singer,
actress
& 5-foot
powerhouse!

Introducing
BOLD *elements*.[®]
— X —
ally brooke

Only at JCPenney

Whatever their size or shape, women should be able to find clothing that fits and makes them feel incredible. JCPenney gets that. (They have been dressing women for over 100 years!).

Enter Ally Brooke, Daytime Emmy-winning actress and singer who got her start as a member of Fifth Harmony. The 5-foot powerhouse also gets it. Throughout her life, she struggled to find clothing that matched her vibe and petite proportions.

Together, JCPenney and Ally launch this exclusive collab—the first of its kind that starts with petites—featuring fashion-forward, body-positive pieces that are also available in sizes for everybody.

Arrives January 23 | In select stores & online
Plus sizes available only at [jcp.com](https://www.jcp.com)



Ally Brooke is
a singer, actress &
5-foot powerhouse!

“ It's been such a struggle all my life to find clothing for my height.
**To create a line with JCPenney
designed for petites means
the world to me.** ”

@allybrooke



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Single button twill blazer \$78

Sizes XS-XL 169-1065 | Petites XS-XL 169-1067 | Plus 1X-3X 169-1071

Vest bustier \$48

Sizes 2-16 169-2195 | Petites 2-18 169-2206 | Plus 18-24 169-2216

Twill trouser \$50

Sizes 2-16 169-5051 | Petites 2-18 169-5052 | Plus 18-24 169-5053





Pinstripe look, next page.



Mesh rhinestone top \$58
Sizes XS-XL 169-2203 | Petites XS-XL 169-2214
Mesh rhinestone skirt \$68
Sizes XS-XL 169-4045 | Petites XS-XL 169-4047



Corset blazer \$88

Sizes 2-16 169-3096 | Petites 2-18 169-3102 | Plus 18-24 169-3108

Pinstripe bralette \$30

Sizes XS-XL 169-2196 | Petites XS-XL 169-2207 | Plus 1X-3X 169-2224

Pinstripe pants \$58

Sizes XS-XL 169-5043 | Petites XS-XL 169-5046 | Plus 1X-3X 169-5049



“ I love that it's
**vibrant, diverse and
screams fashion!** ”
@allybrooke

“ Many of our customers wear a combination of petite and standard sizes. **This capsule lets women mix and match to create the perfect look.** ”

Chris Phillips, SVP, Women's Apparel



Long faux leather coat \$149

Sizes XS-XL 169-1073 | Petites XS-XL 169-1070
Plus 1X-3X 169-1069 | Available only at jcp.com

Sweater tank \$30

Sizes XS-XL 169-2198 | Petites XS-XL 169-2209
Plus 1X-3X 169-2222

Faux leather skirt with shorts \$44

Sizes 2-16 169-4044 | Petites 2-18 169-4046
Plus 18-24 169-4048



Geo print mesh top \$28

Sizes XS-XL 169-2200 | Petites XS-XL 169-2211
Plus 1X-3X 169-2219

Faux leather skirt with shorts \$44

Sizes 2-16 169-4044 | Petites 2-18 169-4046
Plus 18-24 169-4048



Lip print mesh top \$28

Sizes XS-XL 169-2201
Petites XS-XL 169-2212
Plus 1X-3X 169-2220



Heart animal wrap dress \$68

Sizes XS-XL 169-3098 | Petites XS-XL 169-3104 | Plus 1X-3X 169-3110
Available only at jcp.com

Geo wrap dress \$68

Sizes XS-XL 169-3097 | Petites XS-XL 169-3103 | Plus 1X-3X 169-3109



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Chocolate halter mini dress \$48

Sizes XS-XL 169-3100 | Petites XS-XL 169-3106 | Plus 1X-3X 169-3112

Heart animal halter mini dress \$48

Sizes XS-XL 169-3099 | Petites XS-XL 169-3105 | Plus 1X-3X 169-3111

“Styles like the embellished Bermuda shorts and the long coat may have been thought inappropriate for a petite customer in the past, **but we lead with fashion and proportions that work on all body types.**”

Khristine Son, SVP, Trend & Design



Cropped denim shirt \$44

Sizes XS-XL 169-2194 | Petites XS-XL 169-2205
Plus 1X-3X 169-2215

Denim shorts \$48

Sizes 2-16 169-6009 | Petites 2-16 169-6012
Plus 18-24 169-6015



Denim rhinestone bandeau top \$40

Sizes XS-XL 169-2193
Petites XS-XL 169-2204
Plus 1X-3X 169-2223

Denim rhinestone Bermuda shorts \$60

Sizes 2-16 169-6008
Petites 2-16 169-6011
Plus 18-24 169-6014



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Mesh asymmetric dress \$58

Sizes XS-XL 169-3101 | Petites XS-XL 169-3107 | Plus 1X-3X 169-3113

Belted jumpsuit \$88

Sizes 2-16 169-8010 | Petites 2-18 169-8011 | Plus 18-24 169-8012



Long faux leather coat \$149

Sizes XS-XL 169-1073 | Petites XS-XL 169-1070 | Plus 1X-3X 169-1069
Available only at jcp.com

Geo print mesh top \$28

Sizes XS-XL 169-2200 | Petites XS-XL 169-2211 | Plus 1X-3X 169-2219

Double-pleated faux leather trouser \$58

Sizes 2-16 169-5044 | Petites 2-18 169-5047 | Plus 18-24 169-5050



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Sequin button down \$49

Sizes XS-XL 169-2202 | Petites XS-XL 169-2213 | Plus 1X-3X 169-2221

Sweater tank \$30

Sizes XS-XL 169-2198 | Petites XS-XL 169-2209 | Plus 1X-3X 169-2222

Sequin shorts \$49

Sizes 2-16 169-6010 | Petites 2-18 169-6013 | Plus 18-24 169-6016

Sequin trench coat \$129

Sizes XS-XL 169-1066 | Petites XS-XL 169-1068 | Plus 1X-3X 169-1072



Cropped cutout mock neck top \$44

Sizes XS-XL 169-2199
Petites XS-XL 169-2210
Plus 1X-3X 169-2218



Sweater tank \$30

Sizes XS-XL 169-2198
Petites XS-XL 169-2209
Plus 1X-3X 169-2222



Chain keyhole ribbed sweater \$40

Sizes XS-XL 169-2197
Petites XS-XL 169-2208
Plus 1X-3X 169-2217



Shop the full collection at jcp.com

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