



PROUDLY was created on the belief that every child deserves products made just for them. We offer baby essentials that are thoughtfully designed for comfort, joy and inclusivity.

With love



Gabrielle Union
& Dwyane Wade,
Co-Founders



Designed for every baby, inspired by every family

PROUDLY™

by Gabrielle Union & Dwyane Wade

What started as a ground-breaking skin and bum care line for littles is breaking new ground with JCPenney—an exclusive collection of apparel for babies from newborn to 24 months!

The pieces are cute and stylish—but also soft and functional—to make dressing your little one easy and fun. From turbans to towels, rompers to sleepwear, the entire collection is super giftable.

And it's exclusively ours.

Yes, **JCPenney**





“Our signature **watercolor animals and sunset prints** hold a special place in my heart. These designs were inspired by Kaavia’s bedroom when she was younger.”

@gabunion



Romper \$20

Sizes NB-24M | 386-0109 Polar bear animal all over print
386-0108 Arabian camel | 386-0110 Polar bear

Little statement pieces



Sleep & Play \$20 Sizes NB-9M | 386-0111 French lilac



Knotted turban \$12

Sizes NB-6M; 6M-9M | 386-0122 French lilac | 386-0123
Dusted clay | 386-0121 Polar bear animal all over print
386-0120 Blue glow



2-pack beanies \$12

Sizes NB-6M; 6M-9M | 386-0128 Dusted clay & Polar bear
386-0127 Glacier aqua & American russet



3-pack body suits \$30
Sizes NB-24M | 386-0100

“As parents, we’re always looking for that perfect balance—something that’s **cute and stylish**—but also **soft and functional** and easy to put on a wiggly baby.”

@gabunion



Sleep & Play \$20 Sizes NB-9M | 386-0111 French lilac
Romper \$20 Sizes NB-24M | 386-0110 Polar bear
2-pc. pant set \$26 Sizes NB-24M | 386-0107 Polar bear



3-pack body suits \$30
 Sizes NB-24M | 386-0101



3-pack body suits \$30 Sizes NB-24M | 386-0102



3-pack body suits \$30 Sizes NB-24M | 386-0103

Soft, gentle fabrics



2-pc. pant set \$26

Sizes NB-24M | 386-0106 Glacier aqua | 386-0104 Dusted clay
386-0107 Polar bear | 386-0105 American russet



2-pc. pant set \$26

Sizes NB-24M | 386-0105 American russet | 386-0106 Glacier aqua
386-0107 Polar bear | 386-0104 Dusty clay



“The fabrics have a **subtle richness**
that feels both **elevated and fun.**”

@gabunion



Sleep & Play \$20

Sizes NB-9M | 386-0114 Dusted clay
386-0112 Polar bear animal all over print
386-0111 French lilac | 386-0113 Blue glow



Thoughtful gifts to give babies all the best



Bath time essentials for skin, hair & body



Signature prints & details



Bright sets to mix & match



Bath time bests



Animal towel \$30

One size | 386-0116 (Elephant) Gray shadow
386-0115 (Lion) September sun

“We wanted to create a brand that sees,
celebrates and nurtures every baby...
no matter their skin tone or hair texture.”

@gabunion



Sweet Dreams Bundle \$54.99 386-0133



Moisture Trio \$35.99 386-0134



Hair Care Trio \$38.99 386-0132

A collection that isn't just baby clothes, it's
fashion that stops strollers in their tracks



Shop the full collection at jcp.com

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