

Flipping The Script: Ashley Graham Debuts Namesake Collection at JCPenney that Makes Curves the Main Character Fashion Deserves

Leaked pages from Ashley Graham's Script for "Omitted" - a movie that's not coming to a theater near you, but is all about her leading a fashion revolution with Yes, JCPenney!

PLANO, TEXAS (October 2, 2025) -

FADE IN:

INT. SOUNDSTAGE - NIGHT

A film set sits in silence. A director's chair reads: "OMITTED." A clapperboard slams shut—but no cameras roll.

ASHLEY GRAHAM (V.O.)

Did you ever feel like you were invisible? ... Like you weren't seen for who are? Because women like me? We're rarely cast as the lead.

TRAILER VOICE (V.O.)

In a world where 67% of women wear sizes 14 - 34...
Only 6.7% of film characters reflect them.
And none are leads.

ASHLEY GRAHAM (on camera)

Launching October 2, JCPenney is leading the plot twist; finally giving curvy women the screen time and main character energy they deserve.

Introducing ASHLEY GRAHAM FOR JCPENNEY. Only at JCPenney.

It's here and ready for a closeup.

Your attention please!

Unapologetically designed for every woman size 14 and up, this collection is a celebration of curves in every form, and the forms that fit them, and only them, just right.

And it's about time we got our main character moment.

INT. JCPENNEY DESIGN STUDIO - DAY

Ashley walks through a vibrant studio. Designers sketch. Fabrics flow. Curves are the blueprint.

ASHLEY GRAHAM (on camera)

Thoughtfully engineered with darts and silhouette-enhancing construction, no extra bulk, just curve-celebrating confidence, and complimented by textures, fabrics and trends that flatter, not hide.

It redefines the design process: starting with curves, rather than scaling to plus as an afterthought.

With [necklines](#) that command attention, [faux fur trench coats](#) that are made to make an entrance, [satin slip dresses](#) that glide and the kind of [tweed jacket and skirt set](#) that makes everyone else wish they'd tried harder, these pieces that say "I showed up" before you even speak.

All eyes on you, in every room you enter.

INT. FASHION MONTAGE - VARIOUS LOCATIONS

Women in sizes 14 and up try on bold, stylish outfits. Laughter. Confidence. Mirrors reflect joy.

Signs read: "Available in-store: 0X-5X / 14W-30W."

MICHELLE WLAZLO, CEO, JCPENNEY (V.O.)

This isn't just a collection. It's a movement and a celebration of visibility, voice, and vibrancy, and this drop is just the beginning with more to come.

At JCPenney, our partnership with Ashley is rooted in the belief that plus-size women deserve to be at the heart of the story—not the sidelines.

We're proud to lead the charge for true inclusivity by making gorgeous, on-trend fashion accessible, stylish, and empowering for all at Yes, JCPenney.

INT. JCPENNEY ARCHIVE ROOM - FLASHBACK

Ashley flips through an old catalog. One of her first modeling gigs. She smiles and points at the page.

ASHLEY GRAHAM (V.O.)

Nearly 15 years ago, I started my career here.

Now I return—not just as a model, but as Creative Director for the ASHLEY GRAHAM FOR JCPENNEY collections.

JCPenney gets it. They've been saying 'yes' to curvy women for years, and now we're turning that yes into a full-on celebration with a plus collection that fits all curvy women, is affordable, and most importantly fashionable.

Giving the plus community the spotlight it deserves.

INT. MOVIE TRAILER - "OMITTED" (FAKE FILM)

Dramatic music. A trailer voiceover begins.

CUT TO:

Ashley in glamorous scenes—action, romance, drama.

Then: "OMITTED" flashes on screen.

ASHLEY GRAHAM (on camera)

"Omitted" is a film that will never be made.

But the trailer? That's real.

Because we're flipping the script—on screen and in fashion.

INT. JCPENNEY STORE - DAY

Women shop. Pose. Celebrate.

MARISA THALBERG, EVP, CHIEF CUSTOMER & MARKETING OFFICER, CATALYST BRANDS. (V.O.)

At JCPenney, plus means more. And the timing couldn't be more perfect.

Ashley has entered a new era of her career and at the peak of her influence, at a time when JCPenney is redefining retail with our "Yes, JCPenney!" brand evolution, turning heads, disrupting retail conventions and inviting a new generation of customers to see what our customers have known all along. Yes, we have great fashion, yes at that price and yes in ways that fit and serve all bodies.

That's why we're proud to team up with Ashley Graham for this multi-year partnership, an exciting next chapter in our ongoing "Yes, JCPenney!" campaign. With a creative, cinematic-style debut, we're shining a well-deserved spotlight on curvy women and giving them the attention and fashion they deserve from Yes, JCPenney.

By breaking away from industry conventions around curvy-centric styles, we're not just launching a collection, we're taking center stage in a larger movement, and inviting everyone to discover even more reasons to say Yes, JCPenney as we lead the way forward with what's next.

EXT. CITY BILLBOARDS - NIGHT

The skyline lights up with ASHLEY GRAHAM FOR JCPENNEY.

ASHLEY GRAHAM (V. O.)

We're not waiting for permission anymore.

We're writing our own stories.

And we're starring in them.

FADE OUT.

TEXT ON SCREEN:

ASHLEY GRAHAM FOR JCPENNEY.

Only at Yes, JCPenney!

Available nationwide on October 2 at select JCPenney stores and jcpenney.com

END.

Starring	Curvy Women Everywhere
Principal Designer	Ashley Graham
Produced by	JCPenney
Distributed by	JCPenney stores nationwide

About JCPenney

JCPenney, part of [Catalyst Brands](#), is the shopping destination for America's diverse, working families. With inclusivity at its core, the Company's product assortment meets customers' everyday needs and helps them commemorate every special occasion with style, quality and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty and jewelry from national and private brands and provides personal services including salon, portrait and optical. The Company and its 50,000 associates worldwide serve customers where, when and how they want to shop – from jcp.com to more than 650 stores in the U.S. and Puerto Rico.

In 2022, JCPenney celebrated 120 years as an iconic American brand by continuing its legacy of connecting with customers through shopping and community engagement. Please visit JCPenney's [Newsroom](#) to learn more and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

Media Contact:

JCPenney Media

News-sm@catalystbrands.com