

# THE OTHER SEPTEMBER ISSUE<sup>2026</sup> LOOKBOOK

TURNING  
FASHION'S  
MOST  
EXCLUSIVE  
ISSUE INTO  
ITS MOST  
ACCESSIBLE

WHAT'S INSIDE  
FALL FASHION WITH A  
REAL-WORLD POINT OF  
VIEW AND PRICE POINT

JCPenney

MEDIA USE ONLY

# THE OTHER SEPTEMBER ISSUE

**F**or generations, the fashion industry's annual September magazine issue has helped decide what's in, who's in, and who gets left out. This September, JCPenney is rewriting the rules. Introducing: The *Other* September Issue where we swapped fashion to admire from afar for fashion people can actually say "yes" to.

Meet the issue's stars - five real educators from San Marcos, Texas. We're bringing them right out of the classroom and onto the cover, not as makeover stories, but as the style icons, community leaders and everyday influencers they already are.

Oh, and the fashions! Statement sweaters, elevated athleisure, color blocking, vegan faux leather that actually feels like leather – beloved brands like [Liz Claiborne](#), [a.n.a.](#), [Stafford](#), [Levi's](#), [Adidas](#). All from Yes, JCPenney.

The *Other* September Issue is a part of the latest evolution of the retailer's "Yes, JCPenney" brand proposition to democratize fashion for all - first by hosting The *Other* Venice Wedding last year in Venice, CA for under \$10,000, then unveiling The *Other* Paris Runway this spring, bringing the front row to every town member in Paris, TX, and most recently reprogramming bad shopping habits in August.

And now, JCPenney is proving everyone deserves a better deal, and that it can be found at Yes, JCPenney.



TAMARA

TOTAL LOOK: \$338

Liz Claiborne  
Womens Faux  
Leather Bomber  
Jacket in Bold  
Olive; \$128

Liz Claiborne  
Womens High Rise  
Midi Flared Skirt in  
Olive; \$68

Liz Claiborne  
Womens Envelope  
Neck Embellished  
Long Sleeve  
Pullover Sweater  
in Bold Olive; \$48

*For Tamara Hartman, a special education teacher and volleyball coach, getting dressed is a daily exercise in confidence, creativity and connection. She builds versatile looks that carry her from meetings to the court.*

**go-to style:** business chic, never boxed in.

**never without:** a bold hue and an unexpected accessory.

**her rule:** how up and show out, wherever the day leads.

Liz Claiborne® Gold-Tone  
Textured Bangle Set; \$14

Charles David  
Geno Womens  
Pointed Closed Toe  
Slip-On Shoe in  
Tortoise Shell with a  
Stiletto Heel; \$50

Yes, Please! Womens 2-pc. White Sapphire  
14K Gold Over Brass Bracelet Set; \$30

# JANELLE

TOTAL LOOK: \$243

A.N.A Oversized Womens Striped Relaxed Fit Blazer in Brownie; \$50



Arizona Womens Juniors Mock Neck Long Sleeve Sweatshirt in Cream Brooklyn; \$48



*School psychologist, Janelle De La Cerda, uses fashion as a tool to help build trust. She balances her style to be approachable and comfortable while evoking professional authority, allowing her to connect with middle-school students, parents and colleagues.*

**go-to style:** polished, comfortable and still fun.

**never without:** a really good pair of shoes that's equal parts conversation starter and all-day essential.

**her rule:** dress for both rooms: the adults who need to trust her expertise and the kids who need to trust her.

RM Rebecca Minkoff Womens Cubic Zirconia 14K Gold Over Brass 7.5 Inch Tennis Bracelet; \$25



Worthington Toggle Charm Womens 8 Inch Curb Chain Bracelet; \$15



adidas Womens Wide Leg High Rise Regular Fit Track Pant; \$50



JS Jessica Simpson Apelman Womens Pointed Closed Toe Stiletto Heel Pumps in Forest Camo; \$55

# HADLEY

TOTAL LOOK: \$278

U.S. Polo Assn. Striped Tie in Red White and Blue; \$45



St. John's Bay Quilted Cargo Colorblock Mens Heavyweight Puffer Vest in Rumba Red; \$35



Stafford Coolmax All Season Ecomade Oxford Mens Regular Fit Stretch Fabric Wrinkle Free Long Sleeve Dress Shirt in White; \$45



J. Ferrar Chalk Stripe Mens Straight Fit Dress Flat Front Pant in Gray Chalk Stripes; \$60

Arizona Mens Mock Neck Long Sleeve Quarter-Zip Pullover in Teal Forest Stripe; \$33



*Biology teacher and coach of the football and baseball teams, Hadley Berry, has transformed his wardrobe to convey leadership. His clothes help him model consistency, self-respect and relatability with his students on and off the field.*

**go-to style:** sporty, sharp and built for a full day.

**never without:** a polished quarter-zip, a strong shoe, and feedback from his toughest critics: his students.

**his rule:** set the tone without saying a word.



Stafford Flint Mens Moc Closed Toe Loafers in Black; \$60

# MARCUS

TOTAL LOOK: \$694

*As a Spanish teacher and father of four, Marcus Chapa treats fashion as a language of approachability and leadership. His "casual formal" style proves affordability and polished aren't mutually exclusive.*

**go-to style:** intentional, approachable and dressed to make everyone feel welcome.

**never without:** a well-placed layer and the right shade for the day.

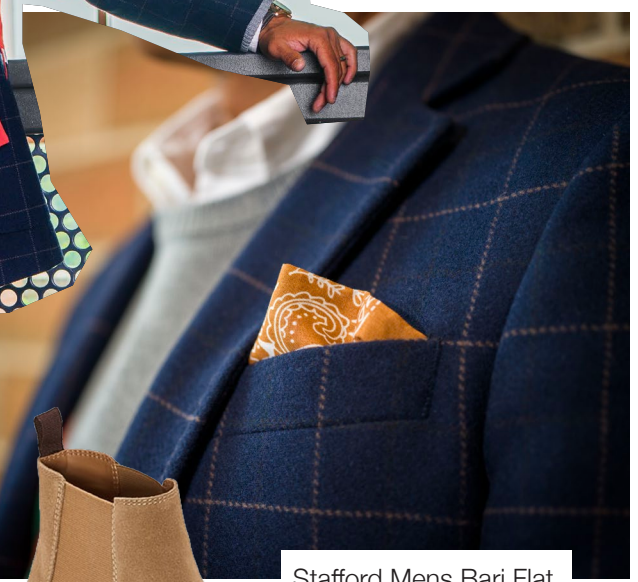
**his rule:** practical doesn't have to be boring.



mutual weave  
Mens Long  
Sleeve Relaxed  
Oxford Button-  
Down Shirt in  
White; \$35



St. John's Bay  
Intarsia Mens Crew  
Neck Long Sleeve  
Pullover Sweater  
with a Beagle; \$43



Stafford Mens Bari Flat  
Heel Chelsea Boots in  
Taupe; \$83



Single-breasted  
Stafford  
Window Plaid  
Mens Plaid  
Classic Fit  
Sport Coat in  
Navy Brown;  
\$130

Arizona Mens Crew Neck Long  
Sleeve Regular Fit Striped Rugby  
Shirt in Red Stripes; \$40

Levi's® Men's  
505™ Straight  
Regular Fit  
Jeans in Rinsed  
Indigo; \$65

Bulova Classic Mens Brown  
Leather Strap Watch, Model  
97B100; \$298

# MONICA

TOTAL LOOK: \$275

St. John's Bay  
Womens Crew  
Neck Long  
Sleeve Cable Knit  
Pullover Sweater  
in Madrid Pink and  
Orange Summer  
Fig; \$25



Liz Claiborne Womens  
Cuffed Long Sleeve  
Regular Fit Wrinkle  
Free Button-Down  
Shirt; \$24



A.N.A Womens  
Mid Rise  
Barrel Jean in  
Leopard Print;  
\$38



*English teacher and grandmother, Monica Lum, is dressing more boldly with age, not less. Her colorful style and signature statement earrings are not only a form of self-expression, they have become a way to build relationships with students.*

**go-to style:** starts with what makes her feel good, then adds color, print or a statement piece.

**never without:** fun, funky earrings her students notice, remember and ask about.

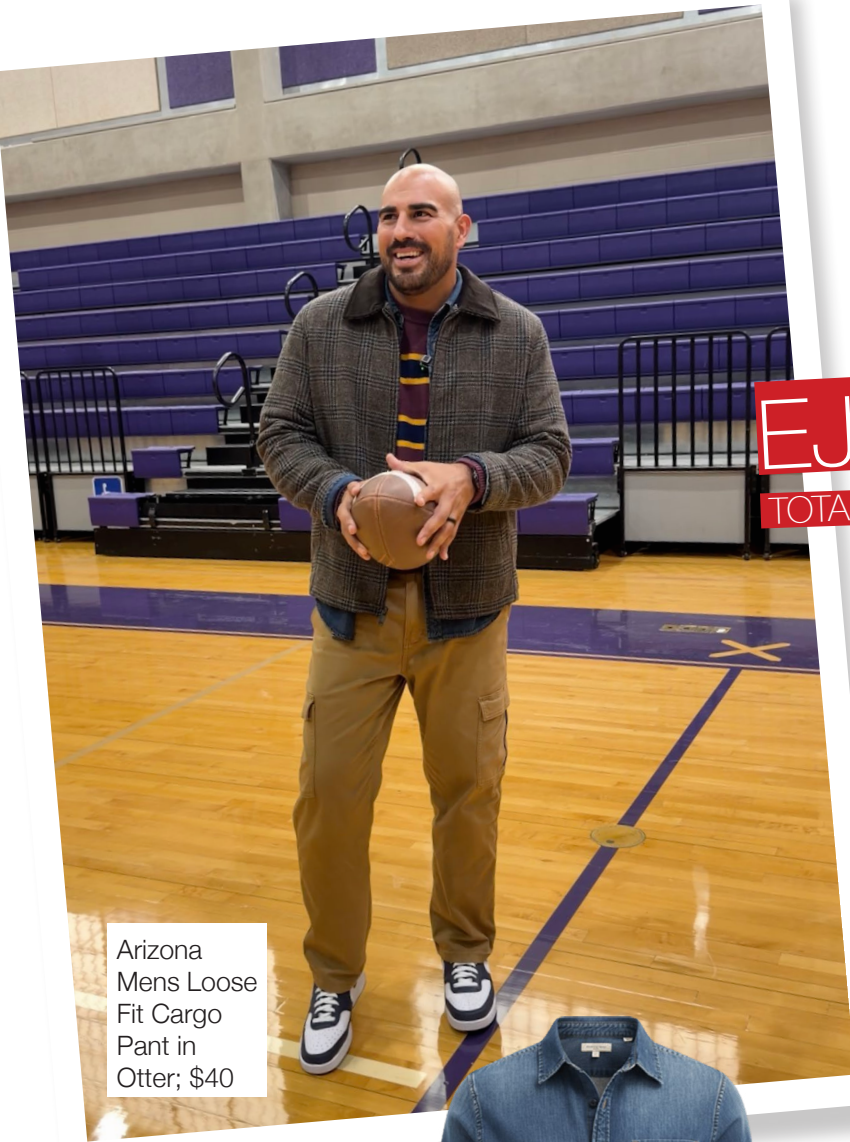
**her rule:** wear what she wants, not what someone thinks a woman her age should wear.

Bijoux Bar  
Womens Drop  
Earrings; \$15



Sugar Womens Mylife  
Block Heel Booties; \$48





Arizona Mens Loose Fit Cargo Pant in Otter; \$40



mutual weave Mens Long Sleeve Regular Fit Button-Down Shirt in Tinted Indigo Wash; \$38



Nike Court Vision Low Mens Sneakers in Black and White; \$85

EJ

TOTAL LOOK: \$378

Beyond the pages of *The Other September Issue*, teachers will also star in JCPenney's all-new, nationwide TV Campaign, debuting during Prime Video's first football game on September 17, and across JCPenney social media spotlights.



St. John's Bay Cozy Rugby Mens Crew Neck Long Sleeve Pullover Sweater in Fig Stripe; \$35



Dockers Mens Midweight Coat in Brown Plaid; \$180



Bijoux Bar Womens Drop Earrings; \$14



Sam And Jess Womens Midi V Neck 3/4 Sleeve Balloon Chiffon Paisley Fit + Flare Dress in Rich Black; \$89

LAYCE

TOTAL LOOK: \$153

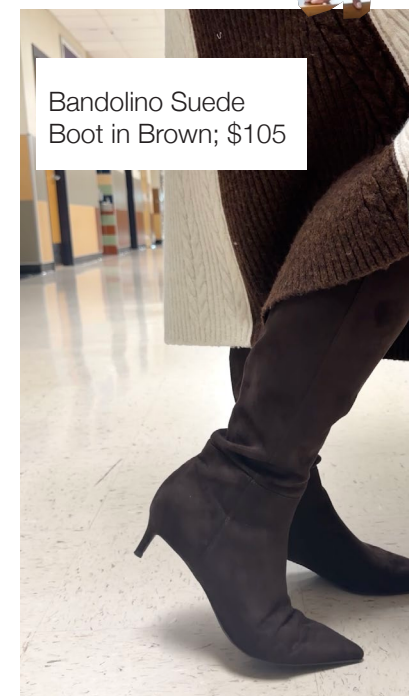


Liz Claiborne Jobes Womens Pointed Closed Toe Stiletto Heel Pumps in Black; \$50



BELINDA

TOTAL LOOK: \$357



Bandolino Suede Boot in Brown; \$105



Liz Claiborne Womens Turtleneck Sweater Vest in Birch Combo; \$44

Liz Claiborne Womens High Rise Midi Flared Skirt in Birch Combo; \$64

Worthington Womens Faux Leather Lightweight Jacket in Iron; \$144



Read The Other September Issue at  
**JCPenney.substack.com**

Shop the full fall lineup at  
**JCPenney.com**

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