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Princess Vera Wang Collection Now Available Exclusively at Kohl's
Kohl's announces nationwide model search for new contemporary juniors brand

MENOMONEE FALLS, Wis., July 9, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) and Vera Wang Group today announced the launch of Princess Vera Wang, a juniors contemporary, premium lifestyle collection now available exclusively at Kohl's stores nationwide and [Kohls.com](#).

Designed by fashion industry icon Vera Wang, Princess Vera Wang is the designer's first ever juniors collection and features stylish apparel, jewelry, handbags and shoes that range in price from \$16 to \$98. The inaugural back-to-school assortment includes a variety of playful yet sophisticated options such as dresses, graphic print tees, printed denim, statement jewelry, brightly hued handbags and chic footwear.

The collection captures Vera Wang's signature design aesthetic including relaxed silhouettes, rich textures, contemporary detailing and whimsical prints and patterns. As her first juniors collection, Vera Wang draws inspiration from her two daughters and their distinct personal styles. The collection caters to a range of fashion tastes, from preppy to boho chic.

"It was important to me that the Princess Vera Wang collection be versatile and speak to a new generation of young women, giving them the freedom to express their unique sense of personal style," said Vera Wang. "Each piece of this new collection at Kohl's features exquisite design – including unexpected details and artful elements of whimsy – giving Princess Vera Wang its signature style that any young shopper will want to wear."

To celebrate the launch of Princess Vera Wang, Kohl's will partner with *Teen Vogue* to host a nationwide model search. The winner will appear in the Princess Vera Wang 2013 ad campaign. Beginning in August, eligible participants will have the opportunity to enter by attending casting calls in New York, Los Angeles and Chicago or by uploading a photograph and entry form online. Finalists will travel to New York City where they will meet with an elite panel of judges and participate in a *Teen Vogue* photo shoot. More information about the model search contest and rules for entry can be found at www.princessmodelsearch.com



Kohl's first partnered with Vera Wang in 2007 for the successful launch of Simply Vera Vera Wang, a premium lifestyle collection, which expanded into cosmetics and bridal jewelry in spring 2012.

For more information and to preview the Princess Vera Wang collection, visit <http://www.kohls.com/kohlsStore/ourbrands/princessverawang.jsp>.

About Kohl's Department Stores

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. With a commitment to environmental leadership, Kohl's operates 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

About Vera Wang Group

Vera Wang Group designs, markets and distributes collections of women's ready-to-wear, cocktail attire and bridal. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (The Kenmark Group), china, crystal, silver and gifts (WWRD), fine papers (William Arthur), bedding (Revman International), Lavender footwear (Brown Shoe Company), flowers (FTD) and Barbie (Mattel, Inc.). In addition, Vera Wang on Weddings was published by HarperCollins Publishers in 2001. In 2007, the company partnered with Kohl's to introduce Simply Vera Vera Wang, a lifestyle collection. In Spring 2011, Vera Wang launched her highly anticipated inaugural collection for David's Bridal, WHITE by Vera Wang, which brings the acclaimed Vera Wang aesthetic to a new set of brides. In Fall 2011, Vera Wang partnered with Zale Corporation to introduce Vera Wang LOVE, an exclusive collection of diamond engagement rings, wedding bands and solitaire jewelry. Set to launch in the first quarter of 2012, Vera Wang introduced an exclusive collection of rental tuxedos for Men's Wearhouse, BLACK by Vera Wang. Vera Wang further extended her digital footprint by launching the Vera Wang on Weddings app for the iPad, iPhone and iPod Touch in February 2012.

For more information on Vera Wang, please visit the company's website at www.verawang.com.

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