

FOR IMMEDIATE RELEASE

Kohl's Announces New Brand EVRI to Enhance Women's Plus Brand Portfolio

Kohl's introduces exclusive women's apparel brand offering modern fashion and essentials beginning Spring 2019

MENOMONEE FALLS, Wis., September 25, 2018 – [Kohl's](#) (NYSE: KSS) today announced the launch of EVRI, a new women's private-label plus brand, enhancing Kohl's modern, size-inclusive offerings for women and strengthening Kohl's position as a destination for the plus shopper. EVRI, which stands for Easy, Versatile, Real (Value) and Inspiring, will launch at Kohl's in Spring 2019 in sizes 0X-4X in tops and 14W-30W in bottoms and aims to empower women with stylish and functional pieces for all shapes and sizes.

"We're proud to introduce EVRI apparel and enhance our women's plus offerings to Kohl's customers nationwide," said Doug Howe, Kohl's chief merchandising officer. "We've seen an opportunity to better meet the needs of our customers and are focused on providing the products and experience she expects. From a revamped store layout to fit-focused sizing, the addition of EVRI to our women's portfolio further illustrates our commitment to providing all customers with a positive and easy shopping experience."

EVRI will offer a deep assortment of modern wardrobe essentials and relevant fashion wear that can be worn from day to night, with Kohl's signature quality and value. The brand's focus on fit solutions will also ensure customers have an easy shopping experience and feel confident in clothing that is both comfortable and flattering. The apparel will feature dresses, tops and bottoms in sizes that take in account both shape and height, ranging from short to tall, with additional options available in more curvy and less curvy.

The launch of EVRI is part of Kohl's overarching transformation of its plus shopping experience in-store and on Kohls.com. In Fall 2019, customers will experience Kohl's redesigned plus in-store layout, which will provide an elevated and cohesive space, allowing women to easily find their best fit in their favorite brands, with apparel specifically designed to meet their needs.

In addition to the launch of EVRI in Kohl's stores nationwide and on Kohls.com, Kohl's will roll out Nike Plus in Spring 2019, further positioning itself as an authority in plus and as an active and wellness destination for the entire family. EVRI and Nike Plus will join Kohl's incredible assortment of size-inclusive brands, including POPSUGAR at Kohl's, Apt. 9, Sonoma Goods for Life, Simply Vera Vera Wang, LC Lauren Conrad, Jennifer Lopez, Croft & Barrow, Levi, Lee, Gloria Vanderbilt, Dana Buchman, and more.

Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements." Kohl's intends forward-looking terminology such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects" or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties that could cause Kohl's actual results to differ materially from those indicated by the forward-looking statements. These risks and uncertainties include, but are not limited to, those described in Item 1A in Kohl's Annual Report on Form 10-K and other factors as may periodically be described in Kohl's filings with the SEC.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and proprietary brands, incredible savings and an easy shopping experience in our stores, online at [Kohls.com](#) and on Kohl's mobile app. Throughout its history, Kohl's has given more than \$650 million to support communities nationwide. For a list of store locations or to shop online, visit [Kohls.com](#). For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](#) or follow [@KohlsNews](#) on Twitter.

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