

## FOR IMMEDIATE RELEASE

## Jason Wu to Design Exclusive Holiday Capsule for Kohl's

Limited-edition women's apparel capsule will be available at Kohl's stores and Kohls.com this November

**MENOMONEE FALLS, Wis., May 21, 2019** – Kohl's (NYSE: KSS) today announced a new collaboration with globally-renowned designer Jason Wu to create an exclusive, limited-edition women's apparel capsule at Kohl's stores and Kohls.com this holiday season. Inspired by classic Hollywood glamour, the Jason Wu holiday exclusive designs for Kohl's will be available this November and feature signature pieces for holiday dressing, including dresses, jumpsuits and jackets.

"We look for exciting ways to surprise and delight both our current and new customers with new offerings for their wardrobe that they can only get at Kohl's. It's an honor to partner with Jason Wu to bring his signature aesthetic of modern sophistication to Kohl's in a one-of-a-kind women's holiday capsule," said Doug Howe, Kohl's chief merchandising officer. "We know our customers are looking for stylish, quality outfitting at a great value and what better way to celebrate the holiday season than with the incredible designs from Jason Wu."

"I am excited to bring my designs to the Kohl's customer and give her beautifully designed pieces that will add dimension to her wardrobe," said Jason Wu. "My inspiration for the capsule comes from classic Hollywood glamour – elegant pieces that are perfect for any festive occasion."

Jason Wu is a leading global designer based in New York City. Throughout his designs, Wu merges classic American sportswear elements with refined couture to create fashion that showcases both power and femininity. Wu has designed for a number of stars and influential women and has received many accolades for his work, including the Swarovski Award for Womenswear at the CFDA Fashion Awards, the Fashion Star Award at The Fashion Group International Night of Stars 2015, and 2016 International Designer of Year at the Canadian Arts & Fashion Awards.

The JW Jason Wu holiday capsule will be available exclusively at Kohl's this November at the majority of Kohl's stores and on Kohls.com.

## **Cautionary Statement Regarding Forward-Looking Information**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those projected in such forward-looking statements. Such risks and uncertainties include, but are not limited to, those that are described in Item 1A in Kohl's most recent Annual Report on Form 10-K and as may be supplemented from time-to-time in Kohl's other filings with the SEC, all of which are expressly incorporated herein by reference. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

## 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 exclusive brands, incredible savings and an easy shopping experience in our stores, online at Kohls.com and on Kohl's mobile app. Since its founding, Kohl's has given more than \$700 million to support communities nationwide, with a focus on family health and wellness. 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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