



## Kohl's Partners With Iconic American Performance Lifestyle Brand Cole Haan

- *Cole Haan footwear to launch in select stores and online at Kohls.com beginning spring 2021*
- *The Cole Haan assortment at Kohl's will include timeless styles for men and women across casual, sport, dress, and seasonal categories*
- *With an emphasis on casual lifestyle designs, the brand is a proof point of the company's plans to serve as a leader and destination for all things active and casual for the entire family*

**MENOMONEE FALLS, Wis., October 19, 2020** – [Kohl's](#) (NYSE: KSS) announced today that Cole Haan is coming to select Kohl's stores and online at Kohls.com beginning in spring 2021. Known for its timeless style and modern innovation, the iconic brand will offer Kohl's customers an assortment of styles across men's and women's — from its lightweight Zerogrand oxfords to casual loafers and flexible knit sneakers.

"We've seen tremendous opportunity around what's happening in the active and casual space, and we're thrilled to introduce Cole Haan, a brand that's leading in the market by infusing nearly a century of craft with innovative performance features making its products ideal for modern active lifestyles. Cole Haan will complement our current assortment of top national brands," said Doug Howe, Kohl's chief merchandising officer. "We know customers look to Kohl's as an accessible destination for great value and their favorite brands, and we're proud to offer such a well-regarded and premium brand as Cole Haan as we continue to evolve our product portfolio and further establish Kohl's as a trusted leader for the active and casual lifestyle."

"We are delighted to partner with Kohl's to expand our reach and introduce Cole Haan to their millions of customers across the country," said David Maddocks, Brand President of Cole Haan. "As a leader in national brands, as well as innovation, customer service and technology, Kohl's is an incredible retail partner for our casual lifestyle assortment. We see this partnership as an excellent way to increase the accessibility of the Cole Haan brand."

The Kohl's assortment of Cole Haan footwear will include styles across all categories, including casual, sport, dress, and seasonal, with an emphasis on innovative casual lifestyle products. The brand will be available in 200 stores starting spring 2021, with an expanded assortment available online at Kohls.com.

The introduction of Cole Haan is another proof point of Kohl's position as a leading destination for all things active and casual for the entire family. Kohl's continues to drive this position by optimizing and evolving our assortment to reflect the casualization trend, as well as build strength as a casual destination by providing more options to drive even greater relevance. Kohl's is also a leader in national brand offerings, giving customers access to the most popular brands in apparel, footwear, home, and more. Cole Haan joins Kohl's growing portfolio of top national brands, which include Nike, Under Armour, adidas, Columbia, Carter's, Levi's, and recent introductions of Lands' End and Toms shoes, launched earlier this fall.

### **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. The Company 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 the Company's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, and in Item 1A of Part II in the Company's Quarterly Report on Form 10-Q for the quarter ended May 2, 2020, which are expressly incorporated



herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. 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 the Kohl's mobile app. Since its founding, Kohl's has given more than \$750 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](https://www.kohls.com/corporate) or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.

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