



Kohl's Announces Launch of New Private Label, Specialty Athleisure Brand

- *FLX, a new private label, specialty athleisure brand, launches in select stores and online at Kohls.com beginning March 2021*
- *For both men and women, FLX offers stylish and high-quality athleisure separates with key features such as performance fabrics, functional details and inclusive size offerings, and the entire collection was made using sustainable methods and materials*
- *The brand is a component of the company's plans to more aggressively serve as a destination in the growing active and casual categories*

MENOMONEE FALLS, Wis., October 20, 2020 – [Kohl's](#) (NYSE: KSS) announced today a new private label, specialty athleisure brand, FLX, available in select stores and online at Kohls.com beginning March 2021. With offerings for both men and women, FLX, pronounced "flex," is a modern athleisure brand featuring stylish active separates made with high-quality performance fabrics and functional details. In addition to a year-round collection of core apparel — including bottoms, shorts and tees — the brand assortment will be refreshed seasonally with key transitional items, including fleece, jackets and layering pieces.

"Kohl's is excited to introduce FLX, a new specialty athleisure brand, to our brand portfolio as we work to continue strengthening our position as a destination for active and casual apparel," said Doug Howe, Kohl's chief merchandising officer. "As customers have been increasingly shopping for a more comfortable and casual lifestyle, Kohl's identified a plan to more aggressively serve as the most trusted retailer of choice in these categories. With an emphasis on high-quality athleisure, FLX fills a white space in our current private brand portfolio and will be a great answer to these growing consumer trends."

Designed for premium comfort and style, FLX offers versatile pieces for life at home or on-the-go — such as a comfy traveler pant, multi-use loungewear or packable jacket. The assortment is also size-inclusive, available in plus and big & tall sizes, and the entire FLX collection was made using sustainable methods and materials. With a focus on higher-end athleisure, FLX complements Kohl's current private and national brand portfolio, which includes active brands Tek Gear, adidas, Champion, Under Armour, and Nike, and casual brands such as Sonoma Goods for Life, Croft & Barrow and Columbia.

A Destination for the Active and Casual Lifestyle

The introduction of FLX is just one of many ways Kohl's continues to invest in the growing categories of active and casual apparel. Building on its commitment to inclusive sizing, Kohl's has expanded its size offerings in active apparel with the launches of Under Armour and Adidas Plus earlier this year, and Under Armour Big & Tall last fall.

As Kohl's active business continues to grow, it has also increased square footage of the area dedicated to active by 25% in approximately 160 of our stores and has launched adidas shop-in-shops in 175 stores across the country, allowing customers to shop a curated assortment of adidas products in its own branded section — including everything from apparel to shoes and accessories.

Kohl's is also continuing to evolve its casual brand assortment through increased clarity and the introduction of new and relevant brands like Lands' End and Toms shoes, both of which launched 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](https://www.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](https://www.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.corporate.kohls.com) or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.

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