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**Contacts:**

Desta Davis, Kohl's

Office: 262.703.3854

[Desta.Davis@kohls.com](mailto:Desta.Davis@kohls.com)

Zach Perles, Authentic Brands Group, LLC

Office: 646.434.1055

[Zperles@abg-nyc.com](mailto:Zperles@abg-nyc.com)

## **Juicy Couture® Joins Kohl's Powerful Brand Portfolio**

*Pivotal New Partnership Amplifies Assortment of Effortlessly Chic Styles Available at Kohl's*

**MENOMONEE FALLS, Wis., November 14, 2014** – Kohl's Corporation (NYSE:KSS) and Authentic Brands Group, LLC today announced plans to bring globally-renowned lifestyle brand Juicy Couture® women's and girls apparel, fashion accessories and home collections to Kohl's stores nationwide and [Kohls.com](http://Kohls.com), beginning in fall 2014.

"Juicy Couture is a proven casual luxury brand synonymous with glamour and fun, a combination we know will excite and delight our customers," said Peggy Eskenasi, Kohl's senior executive vice president of product development. "Expanding our portfolio with this dynamic partnership strengthens Kohl's position as a style destination and furthers our mission to bring our consumers world-class brands at a great value."

Confident, relaxed and feminine, Juicy Couture at Kohl's will include women's and girls apparel, footwear, handbags and fashion jewelry as well as bedding and home accessories.

"Our partnership with Kohl's allows us to build on Juicy Couture's powerful, contemporary heritage and bring the brand, long-recognized as a glamorous wardrobe staple, to loyal and fashionable Kohl's shoppers," said Jamie Salter, chairman and chief executive officer, Authentic Brands Group, LLC. "Designed in New York, the collections will combine the very recognizable aesthetic with the signature style of Juicy Couture."

Juicy Couture at Kohl's will be supported by an omnichannel marketing campaign. The celebrated brand joins Kohl's expansive roster of powerhouse brands including Simply Vera Vera Wang, Jennifer Lopez, Candie's, Rock & Republic, LC Lauren Conrad, Nike, adidas®, Levi's®, Converse and many more.

### **About Kohl's**

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 1,158 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$231 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](http://www.Kohls.com), join the discussion on Facebook (<http://www.facebook.com/kohls>) or Twitter (<http://twitter.com/kohls>) or get inspired on Pinterest (<http://pinterest.com/kohls/>) and Instagram (<http://instagram.com/kohls>).

**About Juicy Couture, LLC**

Juicy Couture® embraces the bright and glamorous fun of its Los Angeles heritage by discovering the couture in the everyday, and delivering an element of surprise in all its designs—fashion apparel for women, girls and baby, handbags, shoes, intimates, swimwear, fragrance, accessories, jewelry, sunglasses and small leather goods.

**About Authentic Brands Group, LLC**

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and retailers. ABG brands include Marilyn Monroe®, Juicy Couture®, Judith Leiber®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Palm Beach®, Bobby Jones®, Spyder®, Prince®, Ektelon®, Viking®, TapouT® and Sportcraft®.

[www.abg-nyc.com](http://www.abg-nyc.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 anticipated 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, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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