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**Peter Som for DesigNation Launches Today at Kohl's Department Stores**

*The limited edition, limited time premier designer collection drawing inspiration from St. Barth's is now available at Kohl's stores nationwide and Kohls.com*

MENOMONEE FALLS, Wis., April 10, 2014 – [Kohl's Department Stores](#) (NYSE: KSS) today announced the Peter Som for DesigNation collection is now available at Kohl's stores nationwide and [Kohls.com](#). The collaboration features premier designer fashions based on international inspiration. Som's collection draws creative influence from a trip to St. Barths. Som is the fourth designer for Kohl's DesigNation, launching in fall 2012 with Narciso Rodriguez, followed by Derek Lam in spring 2013 and Catherine Malandrino in fall 2013. The new limited edition, limited time collection is Som's first collaboration with Kohl's.

Som's collection captures the laidback chic sensibility of St. Barths, drawing from the island's scenery and nautical colors. A perfect blend of luxury and comfort, Som's designs allow women to feel effortlessly elegant. The contemporary collection of tropical-inspired prints and chic silhouettes features misses' apparel at affordable prices ranging from \$38 to \$88. For added shopping convenience, an extensive assortment of exclusive styles and colors will be available only on [Kohls.com](#).

Born and raised by architects in San Francisco, Som made his debut at New York City's Bryant Park in 2001. His distinctive yet relaxed design aesthetic has since drawn a strong celebrity and press following. Som is known for his versatility, use of color, exclusive signature prints and feminine graceful details.

"I couldn't be more thrilled about partnering with Kohl's," said Peter Som. "The details and quality of the DesigNation collection are exactly how I want them. The line is fun with a mix of travel, luxury and ease. It's perfect for any woman who loves fashion and quality at a great, accessible price."

The launch of Peter Som for DesigNation is supported with an integrated advertising and marketing campaign that spans across print, broadcast and digital media. Kohl's is showcasing the collection with video content across all social channels, including Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube. The retailer has partnered with bloggers and social influencers through a blogger ambassador program, Google + Hangout and Twitter chat. Kohl's has also launched a sweepstakes offering customers who enter a chance to win a trip to St. Barths. See <http://www.kohls.com/petersom/sweeps.shtml> for sweepstakes details and the official rules.

This fall, Kohl's fifth DesigNation collection will feature Elie Tahari, who will draw creative influence from New York City. The collection will feature misses' apparel and will be available exclusively at Kohl's and Kohls.com. Kohl's will

continue to introduce new brands and exclusive world-class partnerships that offer customers contemporary style at an incredible value.

### **About Peter Som**

Peter Som's aesthetic of unstudied elegance and refined sexiness has put a fresh twist on modern American fashion. Som made his stellar debut at Seventh on Sixth in the Bryant Park tents with his Spring 2001 Collection. Since then, his clean, unfettered yet feminine clothes have been winning accolades from buyers and critics alike. Som's following includes a new generation of stylish celebrities and starlets, among them Beyonce, Scarlett Johansson, Jessica Alba, Rachel McAdams, Allison Williams, Maggie Gyllenhaal, and Ginnifer Goodwin. Having emerged as one of the leaders of a new generation of American designers, Som has a foundation on which to establish a modern luxury fashion and lifestyle brand, reinterpreting the tradition of Great American Sportswear.

### **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 1,162 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$257 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>).

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