FOR IMMEDIATE RELEASE

Contacts:
Lisa Hellman, 917-339-7149, Lisa.Hellman@Kohls.com
Molly Verette, 262-703-7008, Molly.Verette@Kohls.com

Kohl’s Launches REED, a New Designer Partnership With the Man Behind a Million Bags

Iconic accessory designer Reed Krakoff’s first retail partnership of limited-edition handbags and apparel is now available at Kohl’s

MENOMONEE FALLS, Wis., April 21, 2016 – Kohl’s (NYSE: KSS) announced today the highly anticipated collection of handbags and apparel by industry-leading designer Reed Krakoff is now available exclusively at Kohl’s stores nationwide and Kohls.com/REED. The 100-piece REED collection embodies the impeccable design, quality and style that have become synonymous with Krakoff. Marrying fashion with function, the line fits seamlessly into everyday wardrobes.

“Kohl’s is always searching for elevated partnerships that will excite and surprise our customers, and REED has exceeded our expectations,” said Michelle Gass, Kohl’s chief merchandising and customer officer. “He is an incredible talent who has been able to create product that is iconic, elevated and versatile. We know customers are going to love it.”

This is the company’s first limited-edition designer line to feature handbags. Reflecting the designer's modern and graphic style, the customizable collection is filled with colorful handbags and accessories. The variety of personalized options is endless, including pouches, key fobs, wallets, crossbodies and totes, which fit together for a stylish yet functional bag. The statement-making handbag collection retails between $15 and $129.

In addition to signature handbags, REED includes American sportswear-inspired apparel for her that retails between $38 and $130. Perfect for spring, the collection is filled with fun color-blocking, statement stripes and novelty fabric and prints. The apparel is available in a full spectrum of silhouettes, including dresses, skirts, shorts, tees, rompers, vests and more.

“I have always believed great design does not have to be expensive, so partnering with Kohl’s was a natural fit,” said Reed Krakoff. “My favorite designs over the past 25 years inspired this collection, bringing the essence of the most-loved styles to a broader group of women at a great price and extraordinary quality.”

A leader in the industry and a celebrity favorite, Krakoff is a three-time Council of Fashion Designers of America, Inc. award winner. He is also known for his tenure as executive creative director at Coach, Inc., and his eponymous label. The expertise in designing, touching and influencing handbags for more than 25 years is transparent in his REED collection for Kohl’s.

The launch of REED is supported through an integrated advertising and marketing campaign that spans print, digital and social media. To excite and engage customers, on Wednesday, April 20th, Kohl’s surprised 100 women commuting through New York City’s Grand Central Terminal with a personalized style experience that included a handbag from the new REED collection. Additionally, five must-follow bloggers and their REED bags were chronicled throughout the day by street-style photographers, driving unique content about the new collection via MustREEDxKohls. Media, influencers and celebrities also celebrated the launch with a dinner hosted by Krakoff at the Kohl’s New York Showroom.
About Kohl's
Kohl's (NYSE: KSS) is a leading specialty department store with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised nearly $300 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 additional information about Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

Connect with Kohl's:
Facebook (http://www.facebook.com/Kohls)
Twitter (http://twitter.com/Kohls)
Google+ (http://plus.google.com/+Kohls)
Pinterest (http://pinterest.com/Kohls)
Instagram (http://instagram.com/Kohls)
YouTube (http://www.youtube.com/kohls)

About Reed Krakoff
Reed Krakoff is an American fashion designer and Creative Director of his eponymous label. From 1996 to 2013, he also served as Executive Creative Director of Coach, Inc. Celebrated for his graphic, sculptural and uniquely modern style, Krakoff's work includes ready-to-wear, handbags and accessories, shoes, jewelry, fragrance and home design. Mr. Krakoff is the recipient of three Council of Fashion Designers of America Awards for Accessory Design as well as numerous other fashion and design awards. The Reed Krakoff brand is headquartered in New York City.

###