

## JCPENNEY CHANNELS THE MILLENNIAL SHOPPER WITH EMPHASIS ON MODERN AND CASUAL TRENDS IN HOME

**PLANO, Texas - (Oct. 25, 2016)** - There is no place like home for the millennial, which is why JCPenney [NYSE: JCP] has announced today an updated assortment of fashion bedding, window coverings and soft home basics designed for this increasingly important demographic. Debuting this fall, a wider selection of modern, casual and transitional designs will be reflected in Studio(TM) by JCP Home, Royal Velvet® and JCPenney Home®. These trusted private brands boast on-trend style, quality and value, boosting the Company's strategic merchandising effort to revitalize and differentiate the home furnishings found only at JCPenney.

"As the largest generation of consumers today, millennials have high expectations for their homes. They want to be inspired by their surroundings, opting for a balance of clean lines, modern styles and classic finishes when it comes to home décor," said John Tighe, chief merchant for JCPenney. "We found that many young adults have transitional taste that crosses over between traditional and contemporary style, influencing our merchant, design and trend teams to incorporate more modern and casual elements into some of our most popular private brands."

A key learning about the Gen Y culture is that they often gather design ideas from blogs and social media sites such as Pinterest and Instagram that show how to layer various prints, textures and color schemes to create a cohesive design aesthetic. Some of the Company's most engaging pins offer tips and tricks on how to incorporate JCPenney home products into the latest seasonal trends. Understanding the importance of providing visual inspiration, beginning Oct. 28, The Home Store at JCPenney will display more bedding ensembles featuring modern, casual and transitional designs created with the millennial home shopper in mind. These in-store lifestyle presentations help customers visualize an entire look or they can visit the JCPenney Pinterest board "[Where The Heart Is](#)" to see how easy it is to mix and match pieces from multiple brands to create a unique expression of style.

### Studio for Modern Living

Studio by JCPenney Home is undergoing a resurrection with a stronger emphasis on the modern aesthetic. The JCPenney trend and design teams have infused modern abstract designs and geometric motifs in over one-third of the fall Studio collection, including bedding, bath accessories and window treatments. Influenced by city lofts and urban living, the brand features clean lines, textured fabrics and rich, bold colors including teals, grays and browns. Updated modern window treatments topped with sleek grommets complement the bedding and bath collections and now offers coordinating curtain rods. Later this month, Studio will introduce two new modern bedding patterns in stores, [Omega](#) and [Asher](#), designed to bring a modern elegance to any bedroom.

### Royal Velvet Meets Casual Sophistication

Known for its intricate design and traditional, detailed prints, the JCPenney trend and design teams have introduced a more casual element to Royal Velvet, while still preserving the brand's rich heritage. In addition to distressed, tonal colors including linen neutrals, blues and grays, customers will find stamped medallions and traditional ikat prints designed to appeal to the younger, millennial shopper. The casual designs featured throughout the brand still offer the luxurious look she desires with matching sheets, bath and window treatments available. To complement her new bedding, Royal Velvet is launching an oversized, Luxury Egyptian Cotton Bath Towel and coordinating rug, beginning on Dec. 2. With increased absorbency and softness, the towel is fade resistant and comes in 13 solid colors and four jacquard prints.

### Making Style Versatile with JCPenney Home

JCPenney Home is a relaxed and casual collection of bedding, bath and window treatments that can be dressed up, or dressed down, to fit a variety of design aesthetics. With distressed fabrics, eclectic and classic prints and unique touches of decorative accents, JCPenney has created a transitional and fresh assortment of merchandise that appeals to the Gen Y shopper. Neutral colors are key with gray, golden yellow, new blues and spice tones featured throughout the JCPenney Home collection. By choosing JCPenney Home products and embracing the transitional trend, home shoppers can color outside the lines and create their own unique design aesthetic - something that has come to personify the millennial generation.

No matter what design style a shopper prefers, The Home Store at JCPenney has the most popular trends and looks, all for an incredible value. Studio, Royal Velvet and JCPenney Home are featured in the [Home Fall/Winter Style Book 2016](#), which is available to view at [jcp.com](http://jcp.com).

For images, please visit:

[http://www.jcpnewsroom.com/news-releases/2016/1025\\_channels\\_millennial\\_shopper\\_in\\_home.html](http://www.jcpnewsroom.com/news-releases/2016/1025_channels_millennial_shopper_in_home.html)

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**About JCPenney:**

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every customer's shopping experience is worth her time, money and effort. Whether shopping [jcp.com](http://jcp.com) or visiting one of over 1,000 store locations across the United States and Puerto Rico, she will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit [jcp.com](http://jcp.com).

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