

JCPenney sharpens focus on fall style, quality & value

Shop Like an expert and send a polished message this season

PLANO, TX—Belts may be tightening in these tough economic times, though sacrificing style is not an option for JCPenney shoppers. According to Karolyn Wangstad, Vice President of Trend for JCPenney, the foremost retailer for cost-conscious style is fully stocked with fall fashion firsts.

"This season is all about dramatic silhouettes, bold colors, and striking new patterns," Wangstad says. "Both fashion-forward collections, and those with a touch of *déjà vu* are prevalent. Throughout JCPenney, eye-popping styles are accompanied by eye-soothing savings from trend-setting high-waist pants, faux fur vests, plaids, colored denim, leggings and lace detailing for her, to bold pops of color, tailored profiles and more polished looks for him," Karolyn promises.

For Her - Fashion conscious females will love all the possibility that comes with JCPenney's 2009 fall collection. From faux fur vests and puff-sleeve blouses, to pleated skirts and asymmetrical cardigans, women will find all the ingredients they need to energize and update their fall wardrobes without breaking the bank! Below is a checklist of fall must-haves and multi-taskers:

It's all about fashion essentials! JCPenney's three newest exclusive brands this fall include She Said, Oxford & Regent and Twelfth of Eleven. All offer relaxed styles for independent women who know the ultimate wardrobe success begins with functional staples. A boyfriend pocket tee by Twelfth of Eleven, \$17.99 is the perfect style solution as a topper for jeans or a tailored trouser pant.

Living Sculpture: This fall, balance sharp styles with architectural lines to create a dynamic statement! JCPenney's East 5th and Worthington collections offer a range of styles from textured tops and bold prints, to stylish jackets that she can pair with everything from pencil skirts to trousers, \$19.99 - \$36.00.

Wide or Skinny? Think wide or think skinny this season, when it comes to the perfect pant. If the preference is relaxed and wide, a pair of a.n.a herringbone trousers or jeans provides a roomy look and feel, \$27.99. If a skinny silhouette feels right, Decree offers an ultra chic skinny, \$24.00.

Take things a notch up and go Mad For Plaid this Fall! Plaids touch all aspects of her

look, from the classic blouse, to the school-girl skirt. Pair a ruffle-front knit top with a pleated skirt and slip on some ankle boots for a stylish touch. JCPenney's ana collection offers a dip-dye plaid shirt, \$32.00

Tough Luxe: Don't just save the black lace numbers for a night on the town! This season, she can bring a hint of evening to her day to spice things up! She will look edgy and chic in the office in a Worthington hi-waist lace skirt or an ultra-femme top from the Bisou Bisou collection, \$30 - \$44.

Country Chic: This fall, make every day feel like a leisurely Saturday. She can expand her wardrobe with a plethora of timeless classics while keeping comfort and style in mind. St. John's Bay has a cozy toggle sweater coat; slip into a velvet jacket from American Living; or try a warm knit top from Liz & Co, \$30 - \$78.

For a non-traditional look this Fall, La Vie Boehme! Print-on-print fabric mixes and a layered silhouette makes a statement on this earthy girl! Try a nicole by Nicole Miller floral print peasant top to complete this look, \$30.

For Him - JCPenney will be the first and only stop for all male fashion leaders out there! From American Living and WhiteTag, to Stafford and J. Ferrar, he will have style at his fingertips and endless ways of expressing his individuality. He will love JOE Joseph Abboud, JCPenney's newest men's line with fall style trends like "The Perfect Mix", "Classic Cool", and "Patterns Rule". Below are some more ideas to get him started:

An eye for color will certainly benefit any man concerned with style! Check out the American Living line for button downs in orange, blue, and yellow that will be an essential addition to his wardrobe, \$30.

Add some pizzazz to his go-to layering piece with a JOE Joseph Abboud v-neck sweater in a bold color, \$42.

The boyfriend needs the boyfriend look too! J. Ferrar has a variety of vests for every occasion, \$42.

As holiday events and cocktail parties start to fill up his calendar this fall, suit separates and button-downs by Stafford or Concepts by Claiborne will keep him on trend and looking sharp, \$150 - \$200.

A pea coat or car coat from St. John's Bay in elegant black will be the perfect touch on a

Continued on Page 12



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