



# HOME SOFT LAUNCH APRIL 2013

## Overview

In April 2013, jcpenny began opening its eagerly anticipated home makeover with the launch of new products and shops from Michael Graves Design™, MarthaCelebrations™, Happy Chic® by Jonathan Adler, Design by Conran™, BODUM® and ORDNING&REDA® in nearly 650 stores and jcp.com. In 500 of those stores, merchandise will be presented in distinctive brand shops to showcase a curated selection of affordable, high-quality home furnishings by some of the world's most recognizable designers, experts and brands.

Stores continue to undergo a complete home department renovation with updated flooring, accent lighting, unique fixturing and the early formation of the Street, a widened pathway that will offer unique experiences and an area to relax, refresh or simply connect using in-store technologies. Construction is expected to be complete early June to coincide with the Company's housewarming sale.



## Michael Graves Design

Beauty, function and a playful attitude are at the heart of the Michael Graves Design collection. A renowned architect and product designer, Graves has been called a modern day Michelangelo. He believes great design shouldn't have to be expensive. Designed exclusively for jcp, Michael Graves Design features over 150 original designs with modern and classical designs for the home or office. Categories include cookware & small appliances, kitchen gadgets, dining & entertainment, decorative accessories and lighting.



## MarthaCelebrations

Trusted lifestyle expert Martha Stewart and jcpenny have come together to make it easier than ever to make the most of life's celebrations. MarthaCelebrations is a new product line and merchandise category for jcp that offers a comprehensive assortment for easy entertaining. With more than 500 products from color-coordinated candies and balloons to cupcake liners, tableware and party décor, customers can mix and match colors to create their own customize parties.



### Happy Chic by Jonathan Adler

Happy Chic by Jonathan Adler fuses colorful patterns, great design and quality at affordable prices in a glamorous new collection that mixes classic design and current trends. Jonathan's belief is simple: Your home should make you happy from the moment you open the door. The collection features more than 400 items including reversible bedding, bath accessories, home accents and furniture pieces for all areas of the home. Furniture debuts in May in nearly 300 stores.

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### Design by Conran

Legendary British designer Sir Terence Conran is bringing his sixty years of experience to create a new home collection exclusively for jcp. Design by Conran features skillfully crafted pieces that blend a modern aesthetic with a hint of British charm resulting in beautiful living room and dining room furniture made to be lived in and loved. Home décor, lighting and textiles will also be introduced in nearly 300 stores in May.

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### BODUM

Since 1944, BODUM has been designing quality kitchenware that's functional, inspirational and affordable. The expanded BODUM collection at jcpenny is one of the largest assortments in the U.S. offering more than 250 products including countertop appliances, kitchen gadgets, cutlery, glassware, coffee presses and teapots. The collection will also introduce a new assortment of coffee beans and loose teas.

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### ORDNING&REDA

Swedish for "neat and tidy," ORDNING&REDA is an iconic European brand that has been dedicated to high quality design since 1982. Recognized for its clean design aesthetic, user friendliness and vibrant colors, ORDNING&REDA is available exclusively in the U.S. at jcpenny. The collection offers more than 400 products including office supplies, stationery, journals, desk organization, leather goods, bags and tech accessories.

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### OTHER HOME BRANDS

The exciting new brand partnerships mentioned above will complement the current home assortment at jcpenny. Royal Velvet® offers customers traditional designs in window, kitchen, dining and furniture while Studio™ offers a large assortment of contemporary bedding and bath products. Customers can also find great national brands like PANTONE Universe™, Keurig®, Cuisinart®, Calphalon®, Kitchenaid®, Fiesta® and more.