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**Kohl's Department Stores Announces the Early Renewal of its Simply Vera Vera Wang Long-Term License Agreement And Expands the Exclusive Lifestyle Collection Into Cosmetics**

***Kohl's Builds Upon its Exclusive Brand Strategy with Expansion of Simply Vera Vera Wang***

MENOMONEE FALLS, Wis., December 7, 2010 – Kohl's Corporation (NYSE: KSS) today announced the early renewal of its long-term license agreement to be the exclusive provider and marketer in the United States of all Simply Vera Vera Wang merchandise, a premium lifestyle collection. Kohl's also announced its plans to expand Simply Vera Vera Wang into cosmetics by Spring 2012 in Kohl's stores nationwide and Kohls.com.

First licensed by a subsidiary of Vera Wang Group to Kohl's in 2006, the Simply Vera Vera Wang contemporary lifestyle collection also includes all apparel, intimates and sleepwear, handbags, leather accessories, jewelry, footwear, bedding and bath.

"Kohl's is pleased to announce the early renewal of its partnership with the Vera Wang Group and expand the successful Simply Vera Vera Wang lifestyle collection into cosmetics," said Kevin Mansell, chairman, president and chief executive officer of Kohl's Department Stores. "Leveraging the strength of our exclusive and private brand portfolio allows us to broaden our cross category representation of existing brands and continues to differentiate Kohl's in the marketplace."

For Kohl's, the expansion of Simply Vera Vera Wang into cosmetics demonstrates the strength of its exclusive and private brand strategy, which accounted for 48 percent of sales in the third quarter of 2010, up significantly from 2009. Since its launch in 2007, Simply Vera Vera Wang has consistently been a strong performer and is the leading exclusive brand in the women's contemporary category.

"As part of my incredible partnership with Kohl's, I will now be able to offer women all over America my own personal regimen for skincare and make-up. It is an easy, light, modern and effortless approach to beauty and creativity," said Vera Wang. "As a result of my renewal of the Simply Vera Vera Wang contract, Kohl's amazing ability to grow businesses, and their unique understanding and appreciation of my aesthetic, I am proud to announce this whole new business we are about to launch! For sheer allure and enhancement make-up can inspire individuality, creativity and exploration. Like fashion, make-up is also transformational. I love the artistry of make-up to accentuate, enhance, or create a mood for any time of day or occasion."

At launch, the Simply Vera Vera Wang branded line of cosmetics will include make-up and color, skin care, bath and body products and beauty accessories. Kohl's will continue to lead all marketing efforts for the Simply Vera Vera Wang premium lifestyle collection.



### **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. Kohl's operates 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 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).

### **About Vera Wang Group**

Vera Wang Group designs, markets and distributes collections of women's ready-to-wear and bridal apparel. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Kenmark Group), china, crystal, silver and gifts (WWRD), fine papers (William Arthur), mattresses (Serta), bedding (Revmann), Lavender shoes (Brown Shoe), luggage (Hartmann), home fragrance (NEST Fragrances), as well as hospitality (The Ritz Carlton & The Halekulani). In addition, Vera Wang on Weddings was published by Harper Collins in 2001. In 2007, the company partnered with Kohl's to introduce Simply Vera Vera Wang. Set to launch in Spring 2011, Vera Wang's highly anticipated inaugural collection for David's Bridal, White by Vera Wang, will bring the acclaimed Vera Wang aesthetic to a new set of brides. For more information on Vera Wang, please visit the company's website at [www.verawang.com](http://www.verawang.com).

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