



**FOR IMMEDIATE RELEASE**

**Contacts:** Vicki Shamion, Kohl's  
Senior Vice President of Public Relations  
Office: 262-703-1464  
Vicki.shamion@kohls.com

Priya Shukla, Vera Wang  
Public Relations Director  
Office: 212.575.6400  
pshukla@verawang.com

**Kohl's Expands Successful Partnership with Vera Wang into Junior's Category**

*New Princess Vera Wang Collection Will Launch Exclusively at Kohl's and Kohls.com Beginning August 2012*

MENOMONEE FALLS, Wis., December 14, 2011 - Kohl's Corporation (NYSE:KSS) and Vera Wang Group today announced the launch of Princess Vera Wang, a junior's contemporary, premium lifestyle collection available exclusively in Kohl's stores nationwide and Kohls.com beginning August 2012.

Licensed by a subsidiary of Vera Wang Group to Kohl's under a long-term agreement, Kohl's will be the exclusive provider and marketer in the United States of all Princess Vera Wang merchandise. For Kohl's, growing its partnership with Vera Wang demonstrates the strength of its exclusive and private brand strategy, which accounted for 52 percent of sales in the third quarter of 2011, up significantly from 2010.

"We are pleased to announce the launch of Princess Vera Wang, which builds on our existing partnership with Vera Wang, one of the world's most credible and respected designers," said Kevin Mansell, Kohl's chairman, president and CEO. "When we first partnered with Vera Wang in 2007 to launch Simply Vera Vera Wang, there was immediate acceptance and strong response from our contemporary customer. We are confident bringing this level of fashion and quality to our junior's business allows us to increase the value proposition to our younger shoppers and delivers on our commitment to offer world-class brands in each category."

Kohl's first partnered with Vera Wang in 2007 for the launch of Simply Vera Vera Wang, a premium lifestyle collection. Since launch, Simply Vera Vera Wang has been the leading exclusive brand in the women's contemporary category and due to strong customer response, has experienced continued growth. Most recently, Kohl's announced Simply Vera Vera Wang will expand into cosmetics and bridal jewelry beginning in Spring 2012.

At launch, Princess Vera Wang will include premium apparel and jewelry at a great value. Additional categories may be added over time. The collection will capture Vera Wang's vision of playful sophistication and incorporate many of the styling elements and design characteristics for which she is best known, including mixed media and artful whimsy.

Kohl's and Vera Wang will lead the Princess Vera Wang product design, which will be managed out of Kohl's New York Design Office. Kohl's will continue to manage the distribution and marketing of all Princess Vera Wang and Simply Vera Vera Wang merchandise.

### **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. With a commitment to environmental leadership, Kohl's operates 1,127 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 million for children's initiatives nationwide through its Kohl's Cares(R) 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, cocktail attire and bridal. 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 (Revmán), Lavender footwear (Brown Shoe), luggage (Hartmann), flowers (FTD), and Barbie (Mattel). 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. In Spring 2011, Vera Wang launched her highly anticipated inaugural collection for David's Bridal, White by Vera Wang, which brings 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).

### **Cautionary Statement Regarding Forward-Looking Information**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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