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### **Kohl's to Debut Next DesigNation Collection by MILLY in Spring 2015**

*Modern silhouettes, bold prints and luxurious fabrics create a limited-edition collection available exclusively at Kohl's and Kohls.com*

**MENOMONEE FALLS, Wis., September 25, 2014** – [Kohl's Department Stores](#) (NYSE: KSS) today announced a partnership with MILLY by Michelle Smith. Michelle Smith will be the sixth designer for the retailer's DesigNation limited-edition collection. As part of the Kohl's DesigNation concept featuring premier designer fashion based on international inspiration, the collection will draw creative influence from Smith's recent trip to Capri, Italy. The capsule collection features women's apparel and will be available exclusively at Kohl's and Kohls.com beginning Spring 2015.

"Spring is the perfect time to launch MILLY for DesigNation to Kohl's customers. MILLY designer Michelle Smith's collection will feature feminine designs that combine impeccable details and beautiful fabrics," said Kevin Mansell, Kohl's chairman, chief executive officer and president. "Michelle is a world class designer with an impressive background in designing luxury products and she is also a successful entrepreneurial mother that is known for putting family first. She personifies what is important to our customers, great quality, great design and great family values. "

Michelle Smith's contemporary designs have attracted a global following including trend-setting celebrity fans such as Beyoncé, Lady Gaga, Kate Middleton, Duchess of Cambridge, Jennifer Lopez, Allison Williams and Lea Michele. The MILLY for DesigNation collection offers a complete range of dresses, skirts and tops in custom prints and vibrant colors inspired by Capri's luscious landscapes and dazzling blue sea. Retail prices for the collection will start at \$38.

"The picturesque, ancient resort island of Capri influenced my DesigNation collaboration with Kohl's," said Michelle Smith. "Capri's technicolor vistas, dynamic Mediterranean culture and signature Caprese style of effortlessly chic dressing (the Italians call it 'sprezzatura') were the perfect inspiration for this collection. Every collection I design is a personal extension of myself and my experiences. As the MILLY by Michelle Smith collection defines luxurious, bold, feminine style, I'm thrilled to partner with Kohl's to offer an exclusive taste of 'La Dolce Vita' to women across the country."

Previous designers to collaborate with DesigNation include Narciso Rodriguez, Derek Lam, Peter Som and Elie Tahari among others. Kohl's DesigNation collections feature a different designer, marrying his or her aesthetic with influence from various global destinations. Kohl's will continue to introduce new brands and exclusive world-class partnerships that offer customers contemporary style at an affordable price. Click [here](#) for more information on the MILLY for DesigNation collection.

**About MILLY**

The MILLY by Michelle Smith collection defines luxurious, advanced contemporary fashion with a feminine edge.

Founder and designer Michelle Smith's signature design technique merges American sportswear silhouettes with French atelier style, influenced by her Parisian training at Christian Dior Haute Couture, Louis Vuitton and Hermes. Smith's eye for impeccable detail, use of luxurious, cutting-edge fabrics and custom-made prints has made MILLY a cult favorite across the globe. The MILLY by Michelle Smith collection is sold at the finest specialty and department stores in the world, including Bergdorf Goodman, Neiman Marcus, Net-A-Porter, Harrods and Takashimaya.

MILLY retail continues to grow with free-standing boutiques in the United States, Japan and throughout the Middle East. Visit MILLY at [www.MILLY.com](http://www.MILLY.com)

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### **About Kohl's**

Kohl's (NYSE: KSS) is a leading specialty department store with 1,163 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised more than \$257 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 additional information about Kohl's philanthropic and environmental initiatives, visit [www.Kohls.com/Cares](http://www.Kohls.com/Cares). For a list of store locations and information, or for the added convenience of shopping online, visit [www.Kohls.com](http://www.Kohls.com).

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### **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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