



FOR IMMEDIATE RELEASE

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Peter Som Named Fourth Designer to Partner with Kohl's DesignNation Collection

*Som Limited-Edition DesignNation Collection Inspired by St. Barths
to Debut Exclusively at Kohl's and Kohls.com in Spring 2014*

MENOMONEE FALLS, Wis., September 5, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) today announced a partnership with Peter Som, who will be the fourth designer for the retailer's DesignNation limited-edition collection. As part of the Kohl's DesignNation concept featuring premier designer fashions based on international inspiration, the collection will draw creative influence from Som's recent trip to St. Barths. The collection features apparel for her and will be available exclusively at Kohl's and Kohls.com beginning spring 2014.

"Peter Som has a fresh point of view on modern fashion that enables him to blend sophistication with elegance to create designs that allow women to look effortlessly stylish," said Don Brennan, Kohl's chief merchandising officer. "We are confident the collection he's created for DesignNation will resonate with our customers and continue to position Kohl's as a style destination offering quality designer fashions, all at an affordable price point."

Som attracts fashion-forward celebrities that are intelligent, poised, and that effortlessly blend confidence with femininity. He has a talent for dressing women in fresh, stylish designs and will now be able to offer his distinctive aesthetic, with inspiration of St. Barths, to women everywhere.

"The island of St. Barths is a favorite vacation spot of mine. Full of luxury and serenity, with chic cottages lining the harbor and colorful designer boutiques, the island has a French charm that floats throughout the city," said Som. "I am thrilled to partner with Kohl's to bring this DesignNation collection to life and provide women with beautiful clothing that emulates the luxe lifestyle of St. Barths at a great value."

Som's DesignNation collection will include maxi dresses, skirts and crochet sweaters in bright shades of coral and blue. Retail prices for the collection will range from \$36-\$88. The line will be available in spring 2014. For more information, visit www.Kohls.com/PeterSom.

Launched in fall 2012 with Narciso Rodriguez, Derek Lam in spring 2013 and following with Catherine Malandrino launching September 27, Kohl's DesignNation 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 incredible value.

About Peter Som

Peter Som's aesthetic of unstudied elegance and refined sexiness has put a fresh twist on modern American fashion. Som made his stellar debut at Seventh on Sixth in the Bryant Park tents with his Spring 2001 Collection. Since then, his clean, unfettered yet feminine clothes have been winning accolades from buyers and critics alike. Som's following includes a new generation of stylish celebrities and starlets, among them Beyonce, Scarlett Johansson, Jessica Alba, Rachel McAdams, Allison Williams, Maggie Gyllenhaal, and Ginnifer Goodwin. Having emerged as one of the leaders of a new generation of American designers,

Som has a foundation on which to establish a modern luxury fashion and lifestyle brand, reinterpreting the tradition of Great American Sportswear.

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 1,155 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$231 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, join the discussion on Facebook (<http://www.facebook.com/kohls>) or Twitter (<http://twitter.com/kohls>) or get inspired on Pinterest (<http://pinterest.com/kohls/>) and Instagram (<http://instagram.com/kohls>).

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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