

Contact:
Desta Davis
Senior Manager, Public Relations
Ph: 262-703-3854
Email: Desta.Davis@Kohls.com

Molly Bell
Program Administrator, Public Relations
Ph: 262-703-7675
Email: Molly.Bell@Kohls.com

Kohl's and Elie Tahari Debut New DesigNation Collection

Limited edition, limited time premier capsule collection inspired by New York City hits stores today

MENOMONEE FALLS, Wis., September 26th, 2014 – Delivering on a commitment to excite customers with innovative products and unexpected partnerships, [Kohl's Department Stores](#) (NYSE: KSS) today announced the Elie Tahari for DesigNation collection is now available at Kohl's stores nationwide and [Kohls.com](#). The capsule features Tahari's signature modern, feminine and sophisticated aesthetic in designs inspired by the cool, chic style that is New York City – the place Elie Tahari has called home for the last 40 years.

"As part of our new Greatness Agenda we are excited to introduce new product assortments that excite our current customers and inspire new audiences to take a fresh look at Kohl's," said Kevin Mansell, Kohl's CEO, President & Chairman. "That's why we are proud to partner with Elie Tahari, a fashion icon, to deliver a wearable, affordable and fashionable designer collection of versatile pieces that women will keep in their closets for years to come."

The DesigNation assortment showcases Tahari's keen ability to keep the same design integrity and intricate detailing throughout every collection. Priced from \$40 to \$175, the exclusive capsule uses delicate, luxurious fabrics with subtle textures. The line includes dresses, sweaters, knit tops and bottoms in soft, supple fabrics, flattering cuts and unexpected details. The palette of blue, black and ivory harmoniously complement fall wardrobes. An expanded offering of additional styles and colors is available on [Kohls.com](#).

"I am thrilled to partner with Kohl's to create an accessible collection that draws influence from the city that inspires the rest of the world – New York City," says Elie Tahari. "Our focus was on bringing the best quality product to customers, fashion-wise, fit-wise and price-wise and I am so proud of the results."

Kohl's is showcasing the Elie Tahari for DesigNation collection with video content across all social channels, including Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube. The retailer has partnered with bloggers and social influencers through a blogger ambassador program, YouTube Video Series and Twitter chat.

Tahari is the fifth designer for Kohl's DesigNation, launching in fall 2012 with Narciso Rodriguez, followed by Derek Lam in spring 2013, Catherine Malandrino in fall 2013 and Peter Som in spring 2014. The new limited edition, limited time collection is Tahari's first collaboration with Kohl's.

In spring 2015, Kohl's sixth DesigNation collection will feature Milly and will be inspired by the beautiful city of Capri, Italy. The collection will feature misses' apparel available exclusively at Kohl's and Kohls.com.

About Elie Tahari

Elie Tahari is a privately held corporation with a global presence on five continents and in more than 600 stores worldwide. Additionally, Elie Tahari has free standing US collection boutiques in cities including New York, Las Vegas, Boston, Atlanta, East Hampton, Boca Raton and Dallas as well as internationally in Europe, Asia and the Middle East. Elie Tahari has come to define modern sophistication with the brand's inspired collections of understated grace and elegance. To see the latest from the Elie Tahari Collection, please visit www.elietahari.com.

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. For a list of store locations and information, or for the added convenience of shopping online, visit 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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