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LC Lauren Conrad Runway Show Kickstarts New York Fashion Week Tonight
Shoppable livestream on LCRunway.com offers all-access pass to fashion show starting at 7 p.m. EST

MENOMONEE FALLS, Wis., September 9, 2015 – Kohl's Department Stores (NYSE: KSS) announced the LC Lauren Conrad Runway Collection will debut at 7 p.m. EST tonight. A shoppable livestream at LCRunway.com will give viewers across the country their own New York Fashion Week runway show experience. Exclusive online content includes a special peek at the red carpet, runway and behind-the-scenes access, as well as the opportunity to purchase pieces from the collection online immediately after the show.

"Not only am I thrilled to debut this beautiful collection on the runway, I am excited to give everyone a front-row seat to the show and make the pieces immediately available through a shoppable livestream," said Lauren Conrad. "I wanted to make this experience something every woman could be a part of and Kohl's shared my vision every step of the way."

Before the live runway event, beginning at 6 p.m. EST, tune in to see what's happening backstage, see who's wearing what and catch exclusive celebrity interviews. Lauren ([@LCLAurenConrad](https://twitter.com/LCLAurenConrad)), television personality and creator of TheLoDown.com Lo Bosworth ([@LoBosworth](https://twitter.com/LoBosworth)) and blogger Liz Cherkasova ([@LateAfternoon](https://twitter.com/LateAfternoon)) from *Late Afternoon* will share their first-hand experiences using Periscope, a mobile app that streams live video broadcasts to followers around the world. Through the app users can chat and comment live with others watching the stream.

Following Lauren's signature aesthetic of clean, polished and pretty, the Runway capsule includes styles not yet seen from the LC Lauren Conrad brand like high-waisted trousers, faux fur vests, novelty outerwear, as well as cocktail dresses. Pieces are layered with soft, frosted gray, rose gold metallics and dip-dyed hues of forest green and sage, inspired by the mystery and enchantment of the forest. Sprinkled with Victorian detailing to capture a youthful sense of sophistication, the collection tells a story of a modern day fairytale. Lace, crochet, florals, embellishment, tulle and sequins provide depth and personality to the collection's dresses, skirts, blouses, jumpsuits, jackets and pants, while supple, pastel leather lends softness to the line's handbags.

"Lauren has created a collection of elegant, runworthy-worthy pieces with thoughtful details that we are thrilled to share with our customers," said Michelle Gass, Kohl's chief merchandising and customer officer. "Even with the introduction of beautiful fabrics and intricate detailing, the collection remains affordable for our savvy shopper."

The LC Lauren Conrad Runway Collection includes apparel, shoes, jewelry and sunglasses priced from \$12 to \$200 and handbags priced from \$120 to \$300. Each item in the assortment is designed by Lauren Conrad for a collection inspired by her style and will be available for a limited-time in-store and online at Kohls.com.

Following the show, the full collection will be available at LCRunway.com and Kohls.com. Select styles available in Kohl's stores on Thursday, September 10 with new styles continuing to hit stores until December.



About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,164 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](http://www.Kohls.com) and via mobile devices. Committed to its communities, Kohl's has raised more than \$274 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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