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**Kohl's Debuts Exclusive LC Lauren Conrad Runway Collection
to Jumpstart New York Fashion Week**

Shoppable livestream on LCRunway.com offers all-access pass to fashion show

MENOMONEE FALLS, Wis., August 17, 2015 – [Kohl's Department Stores](http://Kohls.com) (NYSE: KSS) today announced it will unveil the LC Lauren Conrad Runway Collection, an exclusive, limited-edition capsule by Lauren Conrad, during a runway show on Wednesday, September 9. As the chic, vintage-inspired designs make their runway debut, customers across the country will have a front row seat via a shoppable livestream on LCRunway.com. The livestream will feature a special peek at the red carpet, catwalk and behind-the-scenes access, as well as offer viewers the opportunity to purchase pieces from the collection online immediately after the runway show.

"Designing and seeing this capsule collection come to life has been an incredible experience. The aesthetic follows the easy, whimsical style of my Kohl's brand, but we've elevated this collection through amazing fabrications, vintage-inspired pieces and intricate detailing," said Lauren Conrad. "I am excited to launch LC Lauren Conrad Runway to bring these beautiful, feminine pieces to women across the country and kick start fashion's biggest week."

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.

"We are thrilled Lauren has created an elevated yet accessible collection that speaks to the trends of the moment and offers our customers a taste of Fashion Week designer style," said Michelle Gass, Kohl's chief merchandising and customer officer. "The Runway capsule seamlessly blends high-fashion with looks our customers love from the LC Lauren Conrad brand in wearable, affordable pieces that are sure to be coveted."

The LC Lauren Conrad Runway Collection includes apparel, shoes, handbags, jewelry and sunglasses for \$12 to \$200. 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.

The LCRunway.com content hub site launches today. Here, customers can get a sneak peek at Lauren and her team as they prepare for Fashion Week through a series of behind-the-scenes, exclusive videos. On September 9 at 7 p.m. EST, customers will have the opportunity to watch the runway show live on the site and purchase their favorite pieces, straight from the runway to their doorstep.

Before the live runway event, tune in to see what's happening backstage, see who's wearing what and catch exclusive celebrity interviews as Lauren and a few of her friends 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 the show, the full collection will be available at LCRunway.com and Kohls.com. Select items will also be available in Kohl's stores through 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 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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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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