



FOR IMMEDIATE RELEASE

**Contact:**  
Molly Verette  
Senior Manager, Public Relations  
Ph: 262-703-7008  
Email: [Molly.Verette@Kohls.com](mailto:Molly.Verette@Kohls.com)

**Kohl's Brings London In-Store with Latest Collaboration, Thakoon for DesigNation**  
*Limited-edition collection available at Kohl's stores nationwide and Kohls.com starting today*

MENOMONEE FALLS, Wis., September 10, 2015 – Kohl's Department Stores (NYSE: KSS) today announced the highly anticipated Thakoon for DesigNation collection is available now at Kohl's stores nationwide and [Kohls.com](http://Kohls.com). The one-of-a-kind, limited-edition, limited-time collection, features Thakoon Panichgul's signature style inspired by one of his favorite cities, London.

This DesigNation capsule perfectly marries designer quality with London's iconic character, culture and history, creating a sophisticated and extremely wearable capsule collection. The fall assortment is fashioned with unique color palettes, prints and patterns and affordably priced from \$36 to \$175.

"We are thrilled to partner with Thakoon during one of the biggest fashion seasons of the year," said Nancy Feldman, Kohl's Executive Vice President of women's apparel. "He is an award-winning designer who will bring an elevated caliber of fashion to our customers that we know they will love."

Panichgul, born in Thailand and raised in Omaha, Neb., brings a unique perspective to his exclusive designs for Kohl's. He founded his namesake label, Thakoon in 2004 after honing his skills in business, editorial and merchandising. He established the brand's aesthetic early on with a skillful blend of distinctive influences, innovative construction and textiles, and feel for a new sense of tomboy-femininity in dressing. These elements became the foundation for a global business.

"There is a strong sense of freedom and individuality in fashion now, and I love to see how women make things their own," said Panichgul. "Thakoon for DesigNation is a repertoire of classic pieces, each with a twist for the everyday wardrobe of the Kohl's customer."

Thakoon is the seventh designer to partner with Kohl's for an exclusive DesigNation collection, introduced in the fall of 2012 with Narciso Rodriguez, followed by Derek Lam, Catherine Malandrino, Peter Som, Elie Tahari, and most recently MILLY by Michelle Smith.

**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://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](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).

Connect with Kohl's:



Facebook (<http://www.facebook.com/Kohls>)

Twitter (<http://twitter.com/Kohls>)

Google+ (<http://plus.google.com/+Kohls>)

Pinterest (<http://pinterest.com/Kohls>)

Instagram (<http://instagram.com/Kohls>)

YouTube (<http://www.youtube.com/kohls>)

### **About Thakoon**

The Thakoon ready-to-wear and accessories collections are carried in more than 180 luxury specialty and department stores across 32 countries. Panichgul also holds the position of Creative Director for TASAKI, a renowned fine jewelry house based in Japan. The Thakoon for TASAKI range is available via select retailer global partners.

###