



FOR IMMEDIATE RELEASE

Kohl's and Levi's® Team Up with Multi-PLATINUM Selling Brett Young to Spotlight Favorite Jeans for Back-to-School

Kohl's to be the exclusive retailer of the Brett Young Caliville apparel collection beginning October 2019

MENOMONEE FALLS, Wis., Aug. 1, 2019 – Kohl's (NYSE: KSS) and Levi's® are partnering with multi-PLATINUM selling country music star Brett Young to highlight Levi's® denim styles during the back-to-school season, spotlighting the singer's favorite go-to jeans and Levi's® fits in a multi-dimensional marketing campaign.

"I'm so excited to partner with Kohl's and Levi's®," said Brett Young. "This collaboration is a no-brainer for me since I've worn Levi's® for as long as I can remember and basically live in them whether I'm touring or at home."

Customers will see Young in his favorite denim styles, including the Levi's® 511™ Slim Fit Advanced Stretch Jeans and the Levi's® 512™ Slim Fit Tapered Stretch Jeans, featured throughout Kohl's back-to-school marketing, in addition to fun, behind-the-scenes-style videos about a few of his other favorite things. As the destination for back-to-school shopping, Kohl's has new washes, fabrics and silhouettes in women's, men's, young men's, juniors', and kids to help everyone in the family find their favorite jeans at an incredible value at Kohl's stores nationwide and on Kohls.com.

"The back-to-school season is all about denim, and we're thrilled to showcase Kohl's wide assortment of new styles and range of fits with Brett Young and Levi's®," said Doug Howe, Kohl's chief merchandising officer. "Furthermore, the Caliville collection coming to Kohl's this fall is one more way that we're bringing in new brands to Kohl's and connecting with customers in new ways."

"In Levi's®, there's a fit for everyone. We're thrilled to be partnering with country musician, Brett Young on this exciting program at Kohl's highlighting his favorite Levi's fits – the 511™ Slim and 512™ Taper," said Kiera Ganann, VP Levi's® Omni-Channel Merchandising. "We had a great time working with Brett to bring this story to life for the Kohl's consumer during back-to-school."

Caliville at Kohl's Beginning This Fall

Beginning in October 2019, Kohl's will add Brett Young's Caliville collection to its product portfolio as the exclusive retailer of Caliville lifestyle apparel. Inspired by Young's California roots and career in Nashville, the Caliville collection will feature a selection of short sleeve and long sleeve graphic tees, fleece, flannels, and joggers, ranging from \$25 to \$60. Caliville apparel will be available in more than 750 Kohl's stores and on Kohls.com.

"Bringing Caliville apparel exclusively to Kohl's is a dream come true," said Brett Young. "To me, Caliville represents taking risks and chasing your dreams without letting anyone discourage you, and seeing this message and clothing line come full circle in so many ways is so much fun. I'm so happy this partnership will allow us to keep spreading that message."

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and exclusive brands, incredible savings and an easy shopping experience in our stores, online at Kohls.com and on Kohl's mobile app. Since its founding, Kohl's has given more than \$700 million to support communities nationwide, with a focus on family health and wellness. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit Corporate.Kohls.com or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.



About Levi's®

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

About Brett Young

Young's sophomore release, *TICKET TO L.A.* (**BMLG Records**), debuted atop the Billboard Country Albums chart and follows his PLATINUM self-titled debut, which dominated the Top 20 on the Country Albums chart for 37 weeks. Delivering five consecutive No. 1 hits with "In Case You Didn't Know" (4X PLATINUM), "Mercy" (2X PLATINUM), "Sleep Without You" (PLATINUM), "Like I Loved You" (PLATINUM) and "Here Tonight" (GOLD). Young was named ASCAP's 2018 Country Songwriter-Artist of the Year for his "melodic craftsmanship" (**Billboard**). He has also garnered nominations from ACM, Billboard, Teen Choice, CMT and CMA Awards as he continues to rack up nonstop hits as "one of country's most consistent radio stars" (**Rolling Stone**). Young has amassed more than 1.7 billion streams of his catalog globally. He continues to bring his "big stage presence" (**OC Register**) and "engaging and vocally strong" (**Providence Journal**) live show coast-to-coast to multiple festivals including iHeartRadio in Las Vegas on September 21. For additional information, visit BrettYoungMusic.com.

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