

J.Jill Opens New Store in Copley Place, Boston

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The nationally recognized women's apparel brand opens a store in Copley Place, Boston's premier retail destination in Back Bay

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE: JILL) today announced the opening of the brand's newest store in Copley Place, located in the Back Bay neighborhood of Boston. The women's retailer continues to expand its retail footprint with the opening of new stores in strategic locations.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191107005160/en/>

J.Jill Copley Place (Photo: Business Wire)

"We are thrilled to offer our customer style and design that's

as original as she is in a one-of-a-kind shopping experience," said Linda Heasley, President and CEO of J.Jill. "Our store in Copley Place was particularly important for us because Boston is our home, so we couldn't be more excited to show our neighbors the very best we have to offer."

The store marks J.Jill's latest in store design. The store front is crafted with clean, uninterrupted lines and a center vestibule entrance with tall walnut doors. In the interior of the store, natural and authentic materials such as light oak wood floors, walnut and white marble tables, wicker pendants, and linen upholstered seating provides a warm, inviting and comfortable environment.

The fitting rooms are gracious and comfortable with a common lounge that includes spacious seating. A more private styling area includes a table with a large inset monitor for use in accessing the online concierge to view all product available in the various channels.

Located at Copley Place, Boston's premier retail destination, J.Jill's newest store sits among over 50 iconic brands. With the opening of this store, the Quincy-headquartered retailer will have five locations in the Greater Boston area. J.Jill in Copley Place will host a Grand Opening event Thursday, November 7 – Sunday, November 10.

About J.Jill, Inc.

J.Jill is a premier omnichannel retailer and nationally recognized women's apparel brand committed to delighting customers with great wear-now product. The brand represents an easy, thoughtful and inspired style that reflects the confidence of remarkable women who live life with joy, passion and purpose. J.Jill offers a guiding customer experience through 280 stores nationwide and a robust e-commerce platform. J.Jill is headquartered outside Boston. For more information, please visit www.jjill.com.

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