

## “COME TOGETHER” This Fall with J.Jill

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Campaign Showcases the Importance of Women, Community and Compassion Through Real Women Who Inspire Change in Their Communities

QUINCY, Mass.--(BUSINESS WIRE)-- This fall, J.Jill, Inc. (NYSE: JILL) is celebrating women who are changemakers with “**COME TOGETHER**,” a multimedia campaign on [www.jjill.com](http://www.jjill.com), in its September catalogs, customer email, stores, and on Instagram, Facebook, and Twitter; highlighting inspirational women and the compassion that connects us all when we come together to help women in need. A central idea of the J.Jill Compassion Fund, established in 2002 to support community-based organizations that help disadvantaged and homeless women regain their self-sufficiency, the fall concept will be reflected in a series of videos and images featuring real women from five of the J.Jill Compassion Fund grant recipient organizations.

The women who work on behalf of the J.Jill Compassion Fund organizations are a constant source of inspiration for J.Jill. By uniting nine of these women from across the country to share what it means to come together in their own words, J.Jill is giving customers the chance to hear their incredible stories and see the fall collections on women who inspire them. Women from **N Street Village** in Washington, DC; **Wellspring House** in Gloucester, MA; **Women in Need** in New York, NY; **York Street Project** in Jersey City, NJ; and **New Economics for Women** in Los Angeles, CA tell their stories, share the lessons they've learned from other women, and speak to their own definitions of what it means to be an inspirational woman.

“As a brand focused on and predominately led by women, we are driven by the fact that women can constantly inspire and create change, and through the work of the J.Jill Compassion Fund, we are able to do that each day,” said **Linda Heasley, CEO of J.Jill, Inc.** “The fall campaign tells the real stories of women who give themselves to their organizations and communities and shows that a lasting difference can be made when we all join together.”

“COME TOGETHER” also extends through the designs of J.Jill’s fall collections. Traditionally masculine patterns come together with feminine silhouettes and unexpected color pairings and individual pieces come together creating effortless outfitting with a relaxed style that reflects the confidence of women.

Customers can come together to support women in need through the purchase of limited-edition J.Jill Compassion Fund products with 100% of the net proceeds going directly to the J.Jill Compassion Fund. J.Jill will also continue its successful Gently Worn initiative in October, providing a discount of 30% on new items in exchange for gently worn clothing donations in J.Jill stores.

The J.Jill Compassion Fund is a donor-advised fund of the Boston Foundation. Since its inception, the J.Jill Compassion Fund has given more than \$14 million in grants and in-kind donations to organizations across the country that help women in need regain their independence through programs that focus on education, job training, life skills, and safe affordable housing. To see the campaign, shop the exclusive J.Jill Compassion Fund styles and learn more, visit [www.jjill.com/compassion](http://www.jjill.com/compassion).

## 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, relaxed, inspired style that reflects the confidence and comfort of a woman with a rich, full life. J.Jill offers a guiding customer experience through more than 270 stores nationwide and a robust e-commerce platform. J.Jill is headquartered outside Boston. For more information, please visit [www.jjill.com](http://www.jjill.com).

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