



NEWS RELEASE

J.Jill, Inc. Announces New Chief Merchandising Officer

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Courtney O'Connor, Former Chief Merchandising Officer of Club Monaco, to Join J.Jill, Inc.

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE:JILL) ("J.Jill" or the "Company") today announced that Courtney O'Connor has been appointed to the role of Senior Vice President, Chief Merchandising Officer, effective June 30, 2025. Ms. O'Connor will succeed Shelley Liebsch who will be leaving J.Jill to pursue other opportunities.

"Courtney is a seasoned merchant who brings extensive experience in elevating product assortments to showcase brands' offerings in a way that best aligns with customer expectations," commented Mary Ellen Coyne, Chief Executive Officer and President of J.Jill, Inc. "Through thoughtful collaboration she has worked cross functionally to launch new offerings increasing brand visibility and driving sales. As we take steps to enhance the J.Jill assortment and execute toward our next chapter for growth, I am thrilled to have Courtney join the team."

Ms. O'Connor is a successful merchandising leader with 20 years of experience in the global lifestyle apparel and luxury sectors, specializing in retail, wholesale, and ecommerce. Most recently serving as chief merchandising officer at Club Monaco, she successfully supported the launch of new initiatives and the optimization of the company's production cycle. Previously, she held senior leadership roles at Public Clothing Company and Ralph Lauren, where she managed global merchandising for women's apparel and accessories. Prior to Ralph Lauren, Ms. O'Connor held merchandising and buying roles at J.Crew, Saks Fifth Avenue, and Neiman Marcus.

Ms. Coyne continued, "I want to thank Shelley for her contributions to J.Jill and wish her all the best."

About J.Jill, Inc.

J.Jill is a national lifestyle brand that provides apparel, footwear and accessories designed to help its customers move through a full life with ease. The brand represents an easy, thoughtful, and inspired style that celebrates the totality of all women and designs its products with its core brand ethos in mind: keep it simple and make it matter. J.Jill offers a high touch customer experience through 249 stores nationwide and a robust ecommerce platform. J.Jill is headquartered outside Boston. For more information, please visit www.jjill.com or <http://investors.jjill.com>. The information included on our websites is not incorporated by reference herein.

Investor Relations:

Caitlin Churchill

ICR, Inc.

investors@jjill.com

203-682-8200

Business and Financial Media:

Ariel Kouvaras

Sloane & Company

akouvaras@sloanepr.com

973-897-6241

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