



NEWS RELEASE

J.Jill Launches New Influencer-Led Campaign to Celebrate Its Expanded Denim Collection

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Brand campaign unveils a new era of denim at J.Jill, featuring a select group of multigenerational fashion creators and industry stylists

J.Jill to celebrate denim launch with special in-store event at Columbus Avenue location in New York City on August 13

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE: JILL) today announced the launch of a new, influencer-led campaign celebrating its expanded denim collection and spotlighting the brand's exceptional fabric and fit-first approach to denim. Through a partnership with a select group of multigenerational fashion creators and industry stylists, the campaign unveils a new era of denim at J.Jill – celebrating the collection's versatility and foundational role in any wardrobe.

The expanded assortment builds on the success of J.Jill's bestselling jean, the Authentic Fit Slim Leg, offering new fits, leg shapes, fabric blends and washes. The collection now also includes the Modern Fit assortment, a true mid-rise fit launching with straight, wide and flare styles, offering customers even more thoughtfully designed options to suit their preferences and lifestyles.

Crafted from J.Jill's signature stretch denim with a soft, lightweight feel, the assortment is designed with a range of body types in mind, including petite, misses and plus sizes, with silhouettes and proportions that reflect the individual needs of customers.

“At J.Jill, we understand that finding the right pair of jeans can feel overwhelming and that great fit looks and feels different for every woman,” said Kimberly Wallengren, SVP, CMO, J.Jill. “With the expansion of our denim assortment, we’re offering more silhouettes and fits designed to offer confidence, comfort and effortless style. By pairing this collection with multigenerational, creator-led styling inspiration and in-store denim fit specialists, we’re bringing a more personal and approachable denim experience to our customers.”

A multigenerational group of influential fashion creators are featured in the campaign, including:

- Lucy Hernandez (@lucyswhims)
- Tomeka Crowe Cherry (@cherrypickedstyle)
- Veronica Levy (@lombardandfifth)

These and other influential fashion voices will create additional social content showcasing real women in J.Jill denim. The campaign will appear across J.Jill’s stores, e-commerce site, digital channels and direct mail.

To celebrate the launch, J.Jill will host denim events in select markets, including its Columbus Avenue store in New York City on August 13, designed to offer shoppers styling inspiration and an opportunity to experience the expanded collection in stores. Store associates across the entire J.Jill fleet will also be trained as denim fit specialists to help customers find their best fit.

The J.Jill Authentic Fit and Modern Fit denim collections will be available in-store, online and via catalog, with price points ranging from \$89 to \$119.

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 about 250 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>.

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