



NEWS RELEASE

J.Jill Introduces One Wardrobe. No Limits. Campaign

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Campaign celebrates the totality of a woman's lifestyle and seeks to welcome new customers to the brand

QUINCY, Mass.--(BUSINESS WIRE)-- **J.Jill, Inc.** (NYSE:JILL), a premier omnichannel retailer and nationally recognized women's apparel brand, further celebrates women's totality and dynamic lifestyle through the launch of its latest campaign, One Wardrobe. No Limits. This initiative represents a revamped shopping experience at J.Jill, both online and in stores, designed to honor the totality of women and provide both existing and new customers with a fabric-first approach that underscores J.Jill's commitment to quality and versatility to complement her every endeavor.

Over the past three years, J.Jill has embarked on a comprehensive brand transformation fueled by intimate conversations with its customers and supported by data-driven insights. The culmination of J.Jill's efforts is an evolved brand that not only champions inclusivity but has sounded a rallying cry around celebrating the totality of women wherever they are in their lives.

"In our ongoing dialogue with customers, we've recognized the need for a wardrobe that reflects and supports the totality of a woman's life," said Claire Spofford, Chief Executive Officer and President at J.Jill. "We aim to outfit her for all she is and wants to do and believe that a well-curated wardrobe of versatile, fabric-first and high-quality clothing is integral to that pursuit."

A survey of 1,000 women ages 40-65 conducted by Wakefield Research in partnership with J. Jill reveals that on average, 36% of the clothing currently in women's closets has been sitting there unworn for at least the past two years. Yet, more than 2 in 5 (42%) find themselves feeling frustrated when they open their closet to choose

something to wear, underscoring a need for retailers to be more intentional about creating versatile clothing that serves her. J.Jill's One Wardrobe. No Limits. campaign supports a wardrobe that transcends limitations, with every piece designed to optimally blend versatility, style, and comfort.

Spofford adds, "Our vision is a wardrobe that completely supports and reflects our customer's multifaceted lifestyle, rather than simply clearing out and discarding what no longer seems relevant. We see vast potential in leveraging our unique market position and are committed to our customer in all her endeavors. This customer-centric approach has always been at the heart of our brand."

Customers will experience One Wardrobe. No Limits. through a variety of touchpoints:

- Introducing a range of in-store features designed to inspire and engage customers, which will include captivating imagery that reflects the totality of women's lives and demonstrates the versatility of key products.
- In select stores, hosting a dedicated One Wardrobe. No Limits. styling feature that showcases hyper-versatile pieces and encourages customers to leverage store associates for personal styling advice.
- Seamlessly integrating QR codes and "Ways to Wear" pages into J.Jill's catalogs and website, enabling customers to effortlessly explore how her favorite items can complement a range of outfits, tailored to suit every aspect of her lifestyle.
- A series of nationwide activations designed to encourage customers to discover pieces that perfectly complement their multifaceted lives and showcase her totality.

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 over 200 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.

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