



NEWS RELEASE

J.Jill Launches Limited Edition Wearever Works Capsule Collection

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Latest collection reinforces brand promise to celebrate the totality of today's woman and design clothing for every aspect of her life

QUINCY, Mass -- J.Jill, Inc. (NYSE:JILL), a premier omnichannel retailer and national lifestyle brand, has launched Wearever Works, a limited-edition capsule collection designed to deliver comfort, tailoring, and versatility for every aspect of a woman's life. The collection can take her through a long workday with ease and straight into drinks or a special occasion at night.

When conceiving the collection, J.Jill's design team saw an opportunity to rewrite the standards of workwear and overcome the expectation that feeling comfortable and looking polished must be mutually exclusive. The assortment features J.Jill's signature Wearever and Double Jersey yarns and is accented with easy-care wovens.

"We're very excited about this collection because it honors the myriad dimensions, experiences, and roles of women with clothing that moves with them no matter what.," said Claire Spofford, President and CEO of J.Jill. "She wants clothes she can live in for every aspect of her life, whether for work or leisure. That mentality guides everything we do at J.Jill."

Following the launch of J.Jill's **Welcome Everybody** size-inclusivity campaign last year, which marked a transformative moment in the brand's evolution, this capsule further demonstrates how the brand is committed to flowing newness, testing new collections, and serving and delighting women for all occasions.

“We heard from many of our customers that they refresh their wardrobe seasonally, whether she plans to spend more time in the office or is returning home from summer vacation,” said Spofford. “Launching the Wearever Works capsule right now – at the start of fall – aligns with her lifestyle and her preferences. We always want her to feel like she can rely on us, and that we’re listening to her.”

The collection will launch in select retail stores, as well as online, on September 14.

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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