

J.Jill Celebrates Mother's Day with New "Mother. Daughter. Forever." Campaign

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QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE: JILL) unveiled its **"Mother. Daughter. Forever." campaign** in celebration of the extraordinary connection between mothers, daughters and the styles they love together. The new campaign features select J.Jill associates and their mothers or daughters dressed in the Company's recently launched spring collection as they share personal insights and anecdotes on how they continually inspire and influence each other.

"The inimitable bond between mothers and daughters spans generations, geographies, ethnicities and lifestyles, and our campaign is meant to honor this incredibly special relationship," said Linda Heasley, CEO of J.Jill, Inc. "As a company for and by women with a team that is 94 percent female, we had the unique opportunity to leverage our remarkable associate community and encourage them to play a central role in this dynamic campaign that celebrates mothers and daughters everywhere."

As part of the project, J.Jill associates were invited to dress in styles from the brand's new spring collection alongside their mom or daughter as they answered a series of questions on what they like about each other's style and how their bond influences their daily fashion decisions. The resulting photos, videos and stories pay homage to the timeless way J.Jill delights with style, inspires with confidence, and guides with service – just like moms do.

"We understand the importance of offering versatile designs that speak to a woman's individuality with pieces that are timeless and link us together – similar to the emotional connections between mothers, daughters, and the styles we will love forever," continued Linda.

J.Jill's "Mother. Daughter. Forever." campaign featuring videos, photos, and other creative content can be viewed on

the Company's official website (<https://www.jjill.com/mothers-day>) as well as on its YouTube, Facebook, Instagram, LinkedIn and Twitter channels.

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.

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Alecia Pulman/Kate Kohlbrenner, 646-277-1250

JillPR@icrinc.com