

J.Jill Unveils Inspired Women Series Beginning with “Rhythm in Blues: On the Road. On the Stage. In Every Day.”

1/24/2019

Inspired Women highlights real, remarkable women who are trailblazers in music and the arts.

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill announced today its campaign “Rhythm in Blues: On the road. On the stage. In every day.” It is the first in an ongoing Inspired Women series that will be featured on jjill.com and in its catalogs, customer emails and stores and on Instagram, Facebook and Twitter. The series highlights real, remarkable women who are pioneers within their fields. Wearing J.Jill’s latest denim designs, the campaign for the February collection is defined by musical performance artists and industry change-makers who epitomize the spirit of inspirational women.

More and more women are breaking barriers in all aspects of the music industry and J.Jill has brought together an eclectic group of artists—the trailblazers, the firsts, the remarkable and revered to learn what they love about music and being onstage (or backstage or behind the lens). This includes what inspires their day to day, and what they won’t go on tour without.

“At J.Jill, our brand and designs have always been inspired by real women. Inspired by the way they live and work, the way they serve others and their desire to build a brighter future. For the first time, we want to celebrate the remarkable nature of these women in a more open way by including them in our marketing and advertising,” said Linda Heasley, President and CEO of J.Jill. “Our denim-led ‘Rhythm in Blues’ campaign spotlights standout women who are pioneers in the typically male-dominated music industry. We look forward to showcasing how these amazing women wear and appreciate J.Jill in their daily lives on tour, onstage, in the office, at home and everywhere in between.”

The theme “Rhythm in Blues” extends through the entirety of J.Jill’s February collection. J.Jill’s styles are created for women who want to look good and feel great while living their busy lives. Trend-right and comfortable pieces are perfect for layering throughout the winter season. New denim styles are introduced in jeans (like the modern kick flare) and versatile jackets. Beautifully designed tunics and knits with great patterns, embroidery, classic stripes and more add distinct accents to her wardrobe. Their White Shirt Collection expands, and the collection rounds out with a wonderful range of perfectly fitting pants beyond their signature denim.

CAMPAIGN ARTISTS FOR “RHYTHM IN BLUES: ON THE ROAD. ON THE STAGE. IN EVERY DAY.”

ANNE AKIKO MEYERS, CONCERT VIOLINIST

Anne Akiko Meyers is one of today’s most in-demand violinists, performing as guest soloist with the world’s top orchestras, presenting groundbreaking recitals, commissioning and performing new music, and releasing best-selling recordings. Anne was named Billboard’s top-selling traditional classical instrumental soloist in 2014 and her albums have debuted at #1 on Billboard classical charts. Anne’s 37th acclaimed album, *Mirror in Mirror*, was released in September 2018. Visit anneakikomeyers.com for upcoming performance dates and information.

OLGA KERN, CONCERT PIANIST AND CLIBURN GOLD MEDAL WINNER

Russian-American pianist Olga Kern is now recognized as one of her generation’s great artists. With her vivid stage presence, passionately confident musicianship and extraordinary technique, the striking pianist continues to captivate fans and critics alike. She jump-started her US career with her historic Gold Medal win at the Van Cliburn International Piano Competition in Fort Worth, Texas, as the first woman to do so in more than 30 years. For more details on her tour and career, visit olgakern.com.

TIA FULLER, SAXOPHONIST AND COMPOSER

Tia Fuller is an award-winning saxophonist, composer and professor of music at the renowned Berklee College of Music. She has toured regularly with artists such as Beyoncé, Esperanza Spalding, Dionne Warwick and more. Tia’s latest solo album, *Diamond Cut*, is available now and was just nominated for a Grammy Award. Visit tiafuller.com to learn about her performances, master classes and clinics.

REGINA CARTER, JAZZ VIOLINIST

Regina Carter is a master of improvisational jazz violin, and as an educator, mentor and proponent of the Suzuki method, Carter has taught at numerous institutions, including Berklee College of Music. Her latest album, *Ella: Accentuate the Positive*, is available now. See *Regina Carter: Simply Ella in a city near you*. To learn more, visit

reginacarter.com.

KELLEY O'CONNOR, MEZZO-SOPRANO

Kelley O'Connor is a Grammy Award-winning vocalist. This month, she performs with the Colorado Symphony in Lieberon's Neruda Songs. Visit kelleyoconnor.com for dates and showtimes.

GRETCHEN MENN, ROCK GUITARIST

Gretchen Menn is an American guitarist and composer who has her own original instrumental work and is also the lead guitarist for Zepparella, an all-female Led Zeppelin tribute band. Keep up-to-date with news on Gretchen's latest music and performances—learn more at gretchenmenn.com.

KATARINA BENZOVA, ROCK PHOTOGRAPHER AND DOCUMENTARIAN

Katarina Benzova is a widely recognized photographer known for her work photographing bands such as KISS, The Rolling Stones, Aerosmith, Def Leppard, Lynyrd Skynyrd and more. Katarina's work can be found in publications such as Rolling Stone magazine, Vogue, Classic Rock magazine, SPIN, NME, LA Times, Metal Hammer, The NY Times and USA Today. To learn more about Katarina's rock photography, fine art and philanthropic foundation Mission11, visit www.katarinabenzova.com.

PATRICIA PRICE, MUSIC CONSULTANT

Patricia Price specializes in international public relations, classical music marketing and nonprofit strategy at 8VA Music Consultancy. During her time in the record industry, she managed 70 classical record labels and was the executive producer for more than 75 albums. A Vienna-trained pianist herself, Patricia has been heard on public radio and in venues throughout Europe and the US. To learn more about Patricia's work, clients and projects, visit www.8vamusicon consultancy.com.

To see the campaign and shop the February 2019 collection, please visit jjill.com.

IMAGERY:

Click here to download select imagery from the campaign.

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, thoughtful and inspired style that reflects the confidence of remarkable women who live life with joy, passion and purpose. 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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Source: J.Jill, Inc.