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What can we help you find? Q

IMAGE BANNER 600X250

**Celebrating Black History Month**

Introducing Hope & Wonder, a brand that celebrates with you all year long.

[Shop the Collection](#)

Jeff & Noah Wallace  
JCPenney Family

IMAGE BANNER 600X300

The Hope & Wonder 2022 Black History Month collection benefits Black Girls Smile, an organization that provides mental health education, resources & support for young African American women & girls.

**giving 100% of net profits back** Black Girls Smile

Brandi Wallace & daughter Marley  
Design Director, Kids

IMAGE BANNER 600X300

**Black is beautiful**

Visit JCPenney Beauty to shop our extensive assortment of Black-owned beauty brands. [Shop the Collection](#)

IMAGE BANNER 600X120

Find more of your favorite Black-owned brands from **Thirteen Lune** at JCPenney Beauty.

JCPenney Beauty

[Shop Now](#)

IMAGE BANNER 600X250

**thirteen lune**  
THE BEAUTY OF INCLUSION

IMAGE BANNER 600X350

**For the culture, by the culture**

The JCPenney Creative Coalition

This collection came to life through our own BIPOC design team, making it a first of its kind for JCPenney.

**From left to right:**

- Ashia Elliot  
Women's Sr. Designer
- Krystal Ellis  
Women's Sr. Designer
- Tiffani Hudson  
Men's Sr. Designer
- Val Harris  
SVP Design
- Brandi Wallace  
Design Director Kids

IMAGE BANNER 600X343

**Engaging tomorrow's designers**

The JCPenney Creative Coalition sparked creativity with HBCU students in the Young, Gifted & Black Design Challenge to design a tee that inspires a positive outlook on physical and mental health.

This year's winner is **Kah'Milah Ledgester** of Florida Agricultural and Mechanical University.

[Shop Now](#)