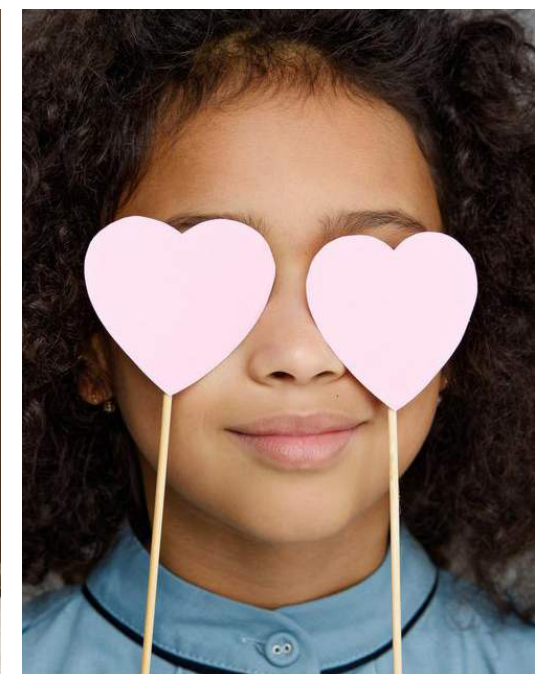


01.26.22

hope &  
wonder

We see you. We celebrate you and everything you hold dear. Community & togetherness; individuality & inclusiveness. We are pride & joy; power & strength; progress & change. We are **hope & wonder**™





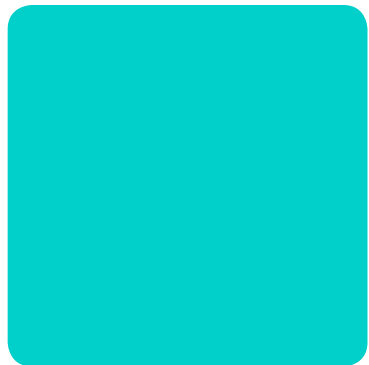
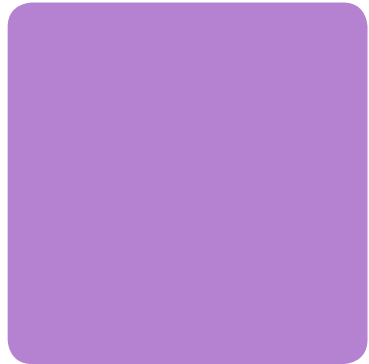
# we feel you.

We share your love & love to share your special moments. Wear your spirit with limited edition apparel and accessories; live the festivity with unique home décor. We celebrate with Hope & Wonder, all year long.

**we see you.**  
celebration, hope & wonder.



# we've got you.



Our conviction is strong & our community is stronger. We are stronger together & together we raise the bar. 100% net profits from sales of our cultural events collections are donated back to the communities we hold so dear. We celebrate & honor with **hope & wonder**™

**Styling & Casting**

Diversity & inclusivity will play a key role both in front of and behind the camera.

## holidays.

Following EW photography direction, models will portray the brand as personal, joyful and of-the-moment.



## cultural moments.

(Hispanic Heritage Month, Black History Month, Women’s History Month, Pride, Juneteenth)

Echoing the brand values of authenticity & inclusivity, models will include real life content creators & JCPenney associates to reinforce the personal impact of Hope & Wonder.



## Location Photography

- select clean & simple backgrounds that allow the power of the product to speak for itself
- use natural light to capture the genuine joy of hope & wonder
- eavesdrop on meaningful & memorable moments
- authenticity is key, go for candid instead of overly posed shots





# styling & smiling

The product assortment of each collection will inform a unique styling approach.

Hope & Wonder styling is:

- personal, joyful & of-the-moment
- leaning into the model's personal style accessorized with additional props if so inspired
- culturally aware, avoiding cliches & stereotypes
- elevated to a complete look using other JCPenney private brands, shoes & accessories
- pops of color & interesting silhouettes



Styling

# on-fig

- natural & authentic, real & genuine, capturing relationships in-the-moment.
- playful angles to reiterate the unexpected quirk and how we see things from a different perspective.
- intimate focus on the things that matter



# stills

- playful angles to reiterate the unexpected quirk and how we see things from a different perspective.
- versatile sets that translate across multiple moments & merchandise.
- each set will showcase a singular cultural moment collection; do not mix.
- background colors & textures may change between each event, see each section for more direction.
- create pattern and geometry through deliberate styling and layout of products



Studio  
Photography

Copy should speak directly to the customer. It should evoke emotion & inspire action. Short & sweet, simple & sometimes slightly silly. Use “&” instead of “and” for brand consistency.

- See Creative Examples page for type treatments and executions

**love, hope & wonder.**

I'm with Cupid.

**power, hope & wonder.**

Black is beautiful.

**pride, hope & wonder.**

Celebrate every color under the rainbow. Quite a fete.

#### SUB-LINE EXAMPLES

**Rejoice your voice.**

**Voice & rejoice.**

**Hey, firecracker. We've got the red, white & blues.**

**They made history. Let's make her story.**

**Valentine's Day**

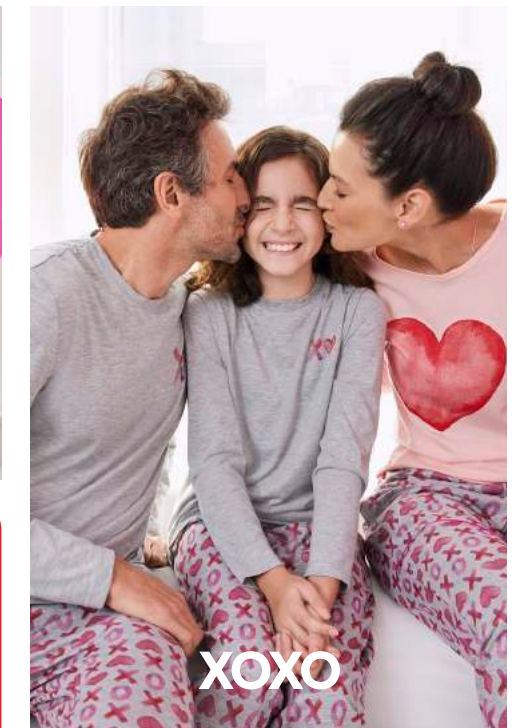
**we feel you.** love, hope & wonder.



**Valentine's Day**



Your heart is big & your love is bigger. Love of partners & pals, pets & peers.



We smile & embrace. We have & we hold. We love with hope & wonder.





Valentine's Day



## on-fig

- overall sentiment is personal, joyful and current
- use groups for hero shots featuring tees & family PJs
- capture playful moments that lend themselves to Valentine's Day: a kiss on the cheek, peeking behind paper valentines, etc.
- light & airy directional from left to right, allowing tone in wall & floor
- soft shadows on simple white wall & floor
- mix of horizontal & vertical, full-figure & cropped captures allowing space for future & flexible cropping
- create engaging moments between camera and model with eye contact, leaning/reaching toward the camera, friendly interactions
- fun & creative styling opportunities with apparel and props
- technical output is imperfect; we welcome light blurs, candid captures & human imperfections

## stills

- use props minimally, it's about the product first and foremost
- use color backgrounds for laydowns where needed to break up layout and unify stories
- shoot tees in a fun graphic ways
- look for ways to add an element of fun and playfulness

## props

- roses, small bouquet of flowers loosely wrapped
- tonal helium filled balloons in reds, pinks, white
- tonal air filled balloons in reds, pinks, white to cover floor in some father/daughter dance shots
- construction paper hearts in varying sizes & shades of red & pink
- white cubes in varying heights & white barstool

Valentine's Day  
Photography



■ Hope & Wonder Valentine's Day photography available at [afp://leg-xinet/Production\\_Images/Approved\\_Photos/Brand/\\_2022/12-Jan22-BrandS-217215](http://afp://leg-xinet/Production_Images/Approved_Photos/Brand/_2022/12-Jan22-BrandS-217215)



Mobile Gift Hub

**Countdown to Love**  
Find Valentine's gifts for every kiss on your list!

**feb 14**

[Shop All Gifts](#)

Gifts for **Her**   Gifts for **Him**   Gifts for **Kids & Baby**   **Shop all Gifts**

**\$10 & under**   **\$15 & under**

**\$25 & under**   **\$35 & under**

Email

**Give Love** Feb 14

**\$10 & under**   **\$15 & under**

**\$25 & under**   **\$35 & under**

**Spokenword Gifts**   **Shop All Gifts**   **All Valentine's Gifts**   **All Valentine's Gifts**

More Amour   Valentine's Day Jewelry Sale 60% - 35%   Valentine's Day Jewelry Sale 70% - 30%

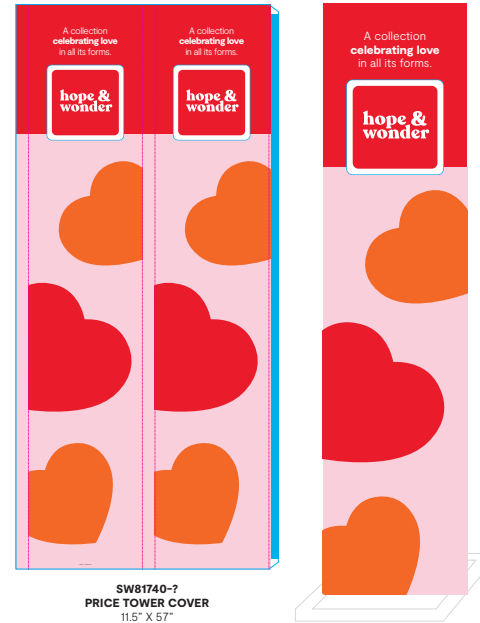
Heart on your sleeve

Snug as a Lovebug

Shop All   **FREE**   **FREE**



SW81740-?  
HANGFOLD POSTER  
25" x 36"



SW81740-?  
PRICE TOWER COVER  
11.5" X 57"  
(FLAT: 26.5" X 57")



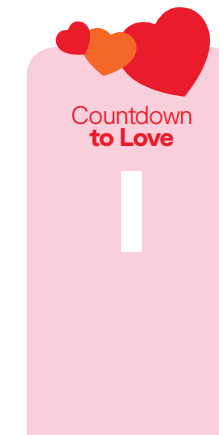
SW81741-1  
HANGING SIGN  
41.5" x 30.25"



SW81741-?  
4-WAY TOPPER  
17.25" x 11.45"



SW81741-?  
BALLET BAR TOPPER  
&  
SW81741-?  
HANGFOLD TOPPER  
24.75" x 5.85"



SW81740-?  
PADDLE  
7" x 14.3"

**Black History Month**

**we hear you.** power, hope & wonder.



Your voice is strong & we are stronger together. We rise up & give back.



**Black & bold & all shades of proud** **hope & wonder**



We give 100% of net profits from this collection to the community. We honor you with Hope & Wonder.



# Black History Month

hope & wonder



power, hope & wonder.



Celebrating Black History Month with Hope & Wonder



shades of joy



# we get you.

Our collection brings to light the beauty & power of Black History Month.

Mind, Body & Soul Design Contest



Mind, Body & Soul



Brilliantly Black



Black Girl Magic



Black History Pride





■ Hope & Wonder Black History Month photography available at [afp://leg-xinet/Production\\_Images/Approved\\_Photos/Brand/\\_2022/12-Jan22-BrandS-217215](https://leg-xinet/Production_Images/Approved_Photos/Brand/_2022/12-Jan22-BrandS-217215)

## on-fig

- shoot groups as well as individuals
- make sure shots look natural and joyful
- be sure location is in the mix, take it outside for a pop of blue sky, or some green spaces

## off-fig

- toolkit color can be added in post to unify stories

Collaborate with diverse creative professionals on set & behind the camera to further amplify an authentic & impactful approach to brand photography.



Breakroom Poster



Marketing Tiles



Email Banner

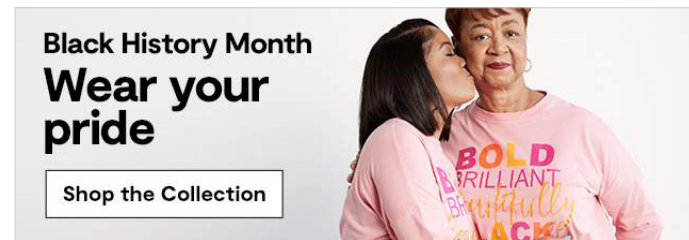
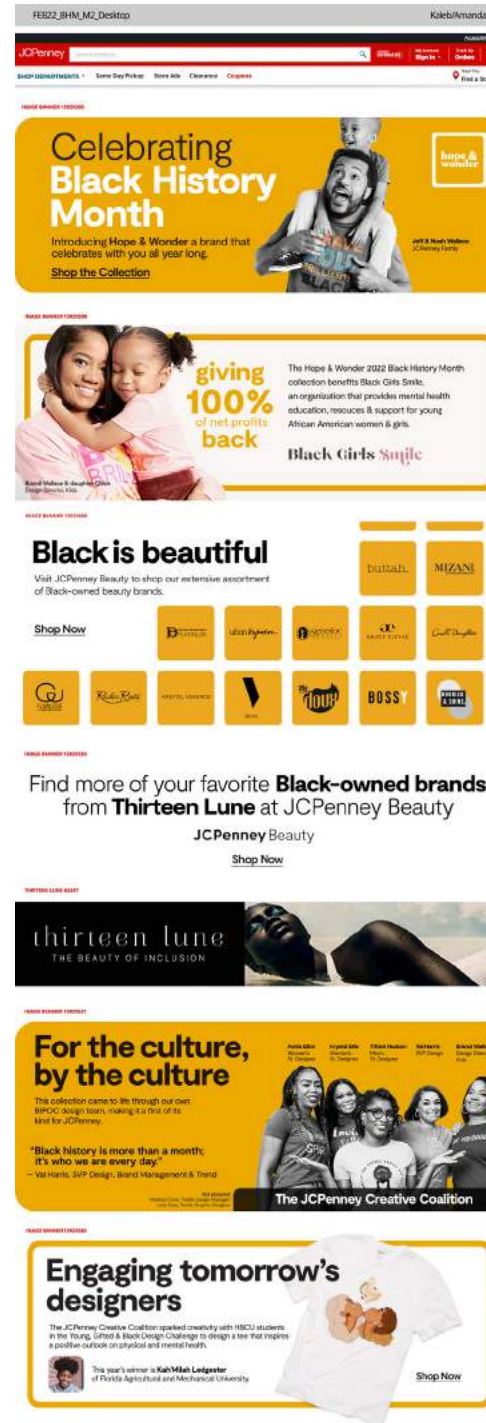


Image Banner



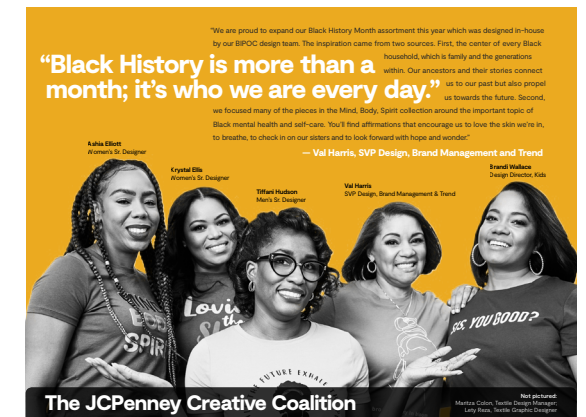
M2



Email



PR Trendsheet



**hope & wonder**

This collection came to life through our own BIPOC design team – by the culture for the culture.




100% of net profits from the Hope & Wonder Black History Month Collection will be donated to

BLACK GIRLS  
**Smile**

This organization provides mental health education, resources, and support for young African American females.



**Thank You!**