

Kohl's to Launch First Ever Celebrity Couple Lifestyle Collections with Jennifer Lopez and Marc Anthony



By Krissy Dolor

The couple that works together, stays together, right?

Let's hope so for this one! Kohl's department stores and Music Entertainment Sports Holdings announced yesterday its plans to launch two multi-department contemporary lifestyle brands with international stars and super-couple Jennifer Lopez and Marc Anthony. They are the first celebrity couple to design collections for one retailer at the same time. The collections, which will consist of apparel, accessories and other merchandise, will be exclusively available from Kohl's stores nationwide and Kohls.com in Fall 2011.

“We are pleased to announce lifestyle brands with one of the most successful and talented couples in the entertainment business and have every confidence Jennifer Lopez and Marc Anthony will resonate with our customers,” said Kevin Mansell, Kohl’s chairman, president and chief executive officer, in the press release.

“The addition of the Jennifer Lopez and Marc Anthony collections further differentiates Kohl’s with exclusive, world-class partnerships and positions us to continue to gain market share.”

The Jennifer Lopez collection will include sportswear, dresses, handbags, jewelry, shoes and sleepwear, while Marc Anthony will launch in sportswear, dress shirts, neckwear, accessories, suit separates, sportcoats and shoes. Both collections may expand into home.

“We are thrilled to embark on this new venture with Kohl’s and to join in this important partnership,” said Jennifer Lopez and Marc Anthony in a statement. “These are really exciting times for us and our family and we are looking forward to collaborating with Kohl’s in the creation of a lifestyle brand that represents our true style and the essence of who we are and what we have come to represent as artists. It is with much excitement that we can bring this to the Kohl’s customer.”

Congratulations and good luck to Jennifer Lopez and Marc Anthony, as well as to Kohl’s and Music Entertainment Sports Holdings for this exciting collaboration. We’re excited to see what they come up with!