



NEWS RELEASE

# A New Generation of FLX: Kohl's Introduces FLX Apparel for Kids

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Designed for movement, made for real life — FLX apparel for kids brings affordable quality and modern style to families, exclusively at Kohl's

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- This season, Kohl's is building on the momentum and growth of its proprietary brands portfolio with the launch of FLX apparel for kids – an activewear and athleisure collection for kids and pre-teens that combines comfort, function, and style at a great value.

The new line brings the versatility and performance that customers love in FLX to a new generation with the initial assortment featuring a modern palette of elevated neutrals, wearable everyday silhouettes, and must-have styles like joggers, zip-ups, hoodies, and performance tees that are built for movement and designed to last. Fit-tested with real movement and self-expression in mind, the new kids assortment balances a more modern aesthetic with the functional details today's families expect. With prices starting at \$14.99 up to \$50, boys sizes ranging from 8-20; and girls sizes ranging from sizes 7 to 16, the assortment is designed to keep up with growth spurts, style shifts, and parents' wallets.

"We are excited to expand our successful FLX brand into the kids category this fall, addressing a white space in our active and athleisure offerings for younger generations," said Nick Jones, Kohl's chief merchandising officer. "This assortment underscores our continued work to elevate proprietary brands that deliver trusted quality, relevant style, and incredible value for Kohl's customers."

**Built for Comfort. Styled for Confidence.**

Serving as a natural transition between children's styles and adult shapes, FLX apparel for kids offers older kids an

opportunity to express their evolving personal style through wearable, playful designs with comfort, movement, and a sense of fun that's just right for growing personalities.

"We're very aware of how style evolves rapidly, especially for kids entering their tween years. That age group is forming identity and gravitating toward looks that feel more grown-up, but still playful," said Emmy Jean Woodhall, Kohl's creative design director. "We've designed FLX apparel for kids to reflect that shift — adjusting silhouettes, proportions, and colorways to deliver something that feels modern and expressive, without being too mature. It's a fine balance, and one that this assortment nails."

From school days to weekend adventures, the products are made to move with them — with soft, breathable materials, a focus on fit, and an age-appropriate aesthetic that meets the needs of both parents and kids. With new styles introduced each season, the assortment will continue to evolve — giving parents more options as their kids grow and their needs change.

## Evolving the FLX Family, Prioritizing Proprietary Brands

The launch of the new kids assortment marks the next chapter in the evolution of FLX – a customer-loved brand that launched in 2021 and has become a standout in Kohl's proprietary brand offerings. We're expanding our FLX reach to even more customers and reinforcing our commitment to style, comfort, and value – for every generation.

As part of Kohl's broader brand portfolio — which includes a curated mix of only-at-Kohl's proprietary labels and trusted national names — FLX helps us deliver a well-rounded, accessible assortment that meets the evolving needs of today's families. With foundational value and elevated performance and style, we're committed to being there for every family's needs.

FLX apparel for kids is available now on **Kohls.com** and in 300 stores, with plans to expand to more stores in 2026.

To explore and shop FLX apparel for kids, as well as the broader FLX assortment, visit **Kohls.com**.

## Cautionary Statement Regarding Forward-Looking Information

This article contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding Kohl's plans to expand the availability of FLX kids apparel to additional stores in 2026 and the Company's expectations for the continued growth, elevation, and evolution of its proprietary brand portfolio. Words such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects," and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on the then current views and assumptions of Kohl's management and, as a result, are subject to certain risks and

uncertainties that could cause the Company's actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, risks associated with the timing and execution of new product launches and store expansions, customer demand for proprietary brands, and those described more fully in Item 1A of Kohl's most recent Annual Report on Form 10-K, in subsequent Quarterly Reports on Form 10-Q, and in other filings with the Securities and Exchange Commission, which are expressly incorporated herein by reference. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

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