NEWS RELEASE

Back-to-School Confidence Starts at Kohl’s With Trusted Brands, Fresh Styles, and Thousands of Products Under $25

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- Kohl’s “We are so back (to school).” marketing campaign celebrates first-day excitement and self-expression
- Kohl’s AI Shopping Assistant offers new ways to discover, shop, and get inspired
- Back-to-school grants to the Boys & Girls Clubs of America totaling more than $165,000 will help kids start the school year with confidence

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- This back-to-school season, Kohl’s (NYSE: KSS) is making shopping easier by focusing on the brands, styles, and sizes families need to start the school year off right. From national favorites like Nike and Levi’s to By Kohl’s brands such as SO, Tek Gear, FLX, and Jumping Beans, Kohl’s combines the trends kids want with the quality and affordability parents expect, including thousands of products under $25.

Kohl’s is making it easier to shop with curated, style-led displays, clear signage, and new digital tools. Kohl’s new AI-powered shopping assistant is designed to give customers personalized product guidance, outfit inspiration, and recommendations throughout their back-to-school journey.

“Today's families are looking for more than just a back-to-school checklist — they want confidence that they're making the right choices for their kids and their budgets,” said Christie Raymond, Kohl’s chief marketing officer. “By focusing on the brands and styles kids are excited to wear and delivering the quality and value parents expect, we’re making sure families can count on Kohl’s for what they need most.”

From kid-approved brands and on-trend styles to everyday essentials and dorm must-haves, Kohl’s offers everything families need to conquer the school year, including:

- Top Brands Families Trust: Kohl’s brings together national favorites like Nike, Levi’s, and Madden Girl alongside By Kohl’s brands, including SO, FLX, Tek Gear, and Jumping Beans, offering families quality, style, and value. Kids’ SO, Sonoma Goods for Life, and Jumping Beans tops and bottoms start at $6.99, while Tek Gear fleece starts at $19.99.
- New Brands and Styles: Kohl’s is introducing fresh brands, new trends, and more ways for kids and teens to express their personal style. This season's must-have looks include relaxed denim, varsity and retro-inspired styles, seersucker, graphic prints, and popular licensed character collections, including NFL, Pokémon, Minecraft, and Netflix’s KPop Demon Hunters. Footwear favorites like Skechers, Nike, Converse Chuck Taylors, Mary Janes, and clogs from SO and Sonoma Goods for Life round out the season’s most-wanted looks. New arrivals include Brixton for young men, the SO Office Edit collection for juniors, and SO jewelry and hair accessories.
- Back-to-School Must-Haves: From backpacks by Nike, JanSport, and adidas to activewear, denim, fleece, and graphic tees, Kohl’s has the essentials families need for the school year ahead. Students can also stock up on beauty favorites from Sephora at Kohl’s, including travel-size skincare, lip care, hand creams, and sanitizers that are perfect for backpacks, lockers, and dorm rooms. For students heading to college, Kohl’s offers dorm essentials, including bedding, towels, storage, and décor from brands like The Big One, Caro Home, Laura Ashley, and the new Peanuts Joe Cool collection. Kitchen electrics and portable vacuums are available for $20 and under, while Kohl’s Deal Bar features organization solutions, food storage, desk accessories, and room décor for $10 and under.

Families looking for additional savings can take advantage of state sales tax holidays on qualifying items at Kohl’s stores and Kohls.com where applicable*. Kohl’s also now accepts EBT Cash benefits in most stores nationwide**, expanding access to value and everyday essentials for more customers.

Kohl's Celebrates First-Day Confidence

Back-to-school is one of the most meaningful moments of the year for kids and families, and Kohl's "We are so back (to school)." marketing campaign celebrates the confidence, excitement, and self-expression that come with heading into a new school year. Kohl’s is capturing that "first-day feeling" with new broadcast spots set to Charli XCX’s high-energy track, “B2b.” The campaign features the return of Kohl’s Mom, portrayed by actress Ellie Kemper, alongside stylish teens showcasing the season’s must-have brands and trends.

Bringing the campaign beyond the screen, Kohl's will debut the “Kohl's So-Back Studio” in New York City this August. Inspired by the excitement of the first day back, the immersive pop-up experience will offer product customization, interactive content creation, exclusive shopping incentives, and more. Kohl’s will also bring elements of the experience to shoppers through sweepstakes and social extensions throughout the season.

Supporting Confident Back-to-School Starts

To help kids head back to class with confidence, Kohl’s is partnering with Boys & Girls Clubs of America to provide $165,000 in grants to Clubs across the country. Through the Kohl’s Cares® Shopping Grant program, 165 Clubs nationwide will each receive $1,000 to outfit youth in the latest styles. Funding is made possible by the **Kohl’s Cares Goods For Good®** merchandise program, which supports family health and wellness across the country.

To shop Kohl’s back-to-school assortment, visit **Kohls.com/backtoschool**.

*Kohl’s stores and Kohls.com participate in sales tax holiday events, where applicable, for qualifying items. Visit Kohls.com/sale-event/tax-free.jsp and your state and/or local Department of Revenue website for details.

Kohl's accepts EBT Cash benefits only. SNAP/food benefits are not accepted. For additional details, please visit **kohls.com/faq/article/4674.

Cautionary Statement Regarding Forward-Looking Information

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding Kohl’s back-to-school marketing campaign, product assortments, upcoming promotional events and pop-up experiences, and digital shopping features. Words such as "will," “believes,” “plans,” “expects," and similar expressions identify forward-looking statements. Forward-looking statements are based on management's current views and are subject to risks and uncertainties that could cause actual results to differ materially, including: changes in consumer spending; promotional effectiveness; customer acceptance of new marketing and digital initiatives; omnichannel and technology platform performance, including AI integrations; and other risks described in Item 1A of Kohl’s most recent Annual Report on Form 10-K and subsequent SEC filings. Forward-looking statements relate only to the date made, and Kohl’s undertakes no obligation to update them.

About Kohl's

Kohl’s (NYSE: KSS) is a leading omnichannel retailer built on a foundation that combines great brands, incredible value and convenience for our customers. Kohl’s is uniquely positioned to deliver against its long-term strategy and its purpose to take care of families’ realest moments. Kohl's serves millions of families in its more than 1,100 stores in 49 states, online at Kohls.com, and through the Kohl's App. With a large national footprint, Kohl’s is committed to making a positive impact in the communities it serves. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl’s impact in the community or how to join our winning team, visit Corporate.Kohls.com.

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