

chico's

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Chico's Highlights Brand Refresh With #HowBoldAreYou Campaign

Campaign for Specialty Retailer Celebrates Women, Their Experiences and Their Desire for Style at Every Age

Fort Myers, FL, February 20, 2018 - Chico's announces the launch of its #HowBoldAreYou campaign, which seeks to celebrate women, their unique life experiences, and the authenticity and joy that comes with age. The campaign is being launched in connection with Chico's first full season of updated product styles and silhouettes under Chico's brand President, Diane Ellis.

Through two years of research, Chico's discovered that most of its customers don't define themselves by age and care deeply about expressing themselves through fashion. Reflecting this research, the #HowBoldAreYou campaign is part of an overall refresh by the Chico's brand to refine its messaging, its experience and its products to help Chico's customers celebrate every moment of their lives with styles that encourage her to grow *bolder* as they grow *older*.

As part of the refresh, Chico's has refined its product assortment based on customer feedback, renewing its focus on original prints stemming from Chico's artisanal heritage, bold colors, silhouettes designed with a range of body shapes in mind, and amplifying practical solutions, like customer favorite no-iron shirts that can be washed and dried. The prints and colors will be a core feature across all marketing channels, including store windows and shopping bags, to further articulate the brand's bold positioning.

Ms. Ellis said, "Chico's is about celebrating women. Because of our experience, we are uniquely positioned to speak authentically on aging with positivity. Our clothes are specifically designed for women, and their changing bodies, of all ages. From our rich color palettes, unique prints, and styles that are flattering for an array of body types, we thought it was high time that we loudly celebrate our customer. This campaign gives us an opportunity to change perceptions not just about who we are as a brand, but who our customer is, how she embraces her life, and that her style is ageless."

As part of the campaign, conceptualized by The&Partnership, the brand has designed t-shirts emblazoned with a number that reflects the wearer's age and will encourage her to post it on her social channels, with the goal of inspiring women everywhere to join together in growing both bolder and older. An accompanying anthem video shows women of all ages living boldly, while wearing some of the new designs, in a variety of lively settings.

"This is not a one-and-done campaign for us," Ellis continued. "We believe deeply that women should embrace their own personal style. And we proudly help them do that regardless of age."

About Chico's Brand

Chico's was founded in 1983 as a small boutique selling Mexican folk art on Sanibel Island in Florida. The rich colors, bold prints, unique artisanal details, problem-solving styles, and amazing personal service made a lasting connection with customers. Now, there are over 600 Chico's boutiques and outlets nationwide, international (franchise) partners, a monthly mailer, and round-the-clock shopping at chicos.com and chicosofftherack.com.

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