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Chico's Launches New Website For Outlet Consumer

Women's Retailer Provides New Digital Experience

FORT MYERS, Fla. , Dec. 6, 2017 /PRNewswire/ -- Fort Myers, FL based Chico's (NYSE: CHS) has launched chicosofftherack.com, a new e-commerce site, featuring the beautiful prints and bold colors Chico's is known and loved for. The new site gives customers 24/7 access to the same exclusive styles available at Chico's Outlet locations, and provides a digital storefront for customers who are passionate about the Chico's Outlet brand as well as being an alluring destination for potential new customers who don't have a bricks-and-mortar Outlet in their area.

"Our customers tell us all the time that they would love a way to have that wonderful experience of finding something really special, as they do at Chico's Outlets , whenever they'd like," said Lori Shaffer , Senior Vice President, Outlets & Corporate Store Operations. "Today, customers expect access to information, instant gratification, and to shop when they want and how they want. We want to give them exactly what they are asking for: our unique, fun, style."

The site, which sells exclusive product, was built to easily navigate on any device. "We did a tremendous amount of research to understand what our customer is looking for from us in the digital space, and we are confident that this new site will meet their needs," says Shaffer. "They will be able to find styles they love, discover new looks, and purchase them with ease, from anywhere."

About Chico's

Chico's sells exclusively designed, private label branded clothing aimed at fun, fabulous, and fearless women 45+ featuring a combination of on-trend, expressive and one-of-a-kind designs. The result is a wardrobe that is fashionable, unique, relaxed, figure-flattering, and comfortable.

Chico's currently operates more than 600 boutiques and over 100 outlets across the U.S., Canada , and Puerto Rico .
Chico's also published a monthly catalog and offers round-the-clock shopping at www.chicos.com .

SOURCE Chico's