

JCPenney

September 5-17

BillionDollarJewelrySale

up to
70% OFF

Jewelry
select styles

after extra
30% OFF*

with JCPenney
Credit Card & coupon

or Extra 25% Off* any other way you pay

up to
55% OFF

Watches | select styles

after extra
10% OFF*

with coupon

Up to 65% Off + Extra 35% Off**

Clearance & Closeouts
select styles

In store only
discount taken at the register

See store associate or go to jcp.com for coupon.

****Extra 35% off select original, regular and sale-priced fine and fashion jewelry purchases with your JCPenney Credit Card or extra 30% off any other way you pay. Extra 15% off select watch purchases. Each offer good in store and at jcp.com, excluding taxes and shipping charges. 9/5/23-9/17/23. † Dollar-off offers (including JCPenney Rewards) applied prior to companywide percent-off discounts or coupons. Full amount of purchase must be on the JCPenney Credit Card or JCPenney Mastercard to get the 35% off discount. Subject to credit approval. Does not apply to Clearance, Best Value, Doorbusters, Limited Time Specials, ArtCarved Personalized Jewelry, Citizen Quartz Watches, Jewelry Trunk Shows, Modern Bride Design Your Dream Ring, Smart Watches, In-Store Services, Service Plans, Gift Cards, Closing Store purchases, current orders and prior purchases, or in combination with other coupon(s). Coupon can be combined with earned JCPenney Rewards. Coupon cannot be combined with the JCPenney Credit Card new account discount. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. No cash value. JCPenney may refuse, or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. Additional exclusions and exceptions may apply, see jcp.com/exclusions or store associate for details. REPRODUCTIONS WILL NOT BE ACCEPTED. INSTRUCTIONS FOR JCP.COM ORDERS: Enter online code when prompted at checkout or call 1.800.322.1189 and mention the code.**