

BILLION DOLLAR JEWELRY SALE

GET YOUR
PENNEY'S
WORTH



SHOP IN STORE & JCP.COM | SEPTEMBER 7-21



UP TO
70% OFF*

FINE & FASHION JEWELRY
AFTER EXTRA 20% OFF* WITH YOUR
JCPENNEY CREDIT CARD & COUPON
select styles

25-55% OFF*

FINE & FASHION WATCHES
AFTER EXTRA 10% OFF*
WITH COUPON
select styles

**BONUS BUY
SAVE UP TO 80%
\$599.99* EA.**

2 CT. T.W.
DIAMOND
IN 10K GOLD

\$1299.99* EA.

3 OR 4 CT. T.W.
DIAMOND
IN 10K GOLD

\$1899.99* EA.

5 CT. T.W.
DIAMOND
IN 10K GOLD

See page 8 for details.

**BUY | SAVE 71%
\$999 PR. 1/2 CT. T.W.
DIAMOND STUDS IN 10K GOLD
Item 271-1008, 1015
\$249.99 pr. reg. \$699.98 pr.**



**BUY | SAVE 69%
\$999 PR. 1 CT. T.W.
DIAMOND STUDS IN 14K GOLD
Item 271-1009, 1014
\$624.99 pr. reg. \$1624.98 pr.**

Financing required. Extra 20% off subject to credit approval. Some restrictions and exclusions apply. Amounts shown reflect discount. See coupon on flap for details.

**\$10 STUDS!
YES, PLEASE**



2.5 ct. t.w. lab-created white sapphire in sterling silver
reg. \$49.98 pr. jcp.com/266-4189. Excluded from coupon and Rewards offers. Limited
time special, while supplies last 9/7/17-9/24/17.