

Dillard's Introduces The Broke Brooke for Edgehill Collection

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LITTLE ROCK, Ark.--(BUSINESS WIRE)-- Dillard's, Inc. ("Dillard's") ("the Company") (NYSE: DDS) is pleased to introduce The Broke Brooke for Edgehill, the Company's first influencer collaboration focused exclusively and entirely on childrenswear. Designed in collaboration with fashion and lifestyle tastemaker, Brooke Jensen, this collection is inspired by timeless children's clothing from family photos and traditions. Brooke's classic design and feminine touch shine through in every design bringing elegance and charm to every occasion. This limited-edition collection is now available in Dillard's locations and online at [dillards.com](https://www.dillards.com).



Brooke Jensen pictured with The Broke Brooke for Edgehill collection. Available exclusively at Dillard's. (Photo: Business Wire)

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Source: Dillard's, Inc.

Multimedia Files:

Dillard's Vice President of Merchandising Alexandra Dillard Lucie adds, "We cannot imagine a more perfect talent for this collaboration than Brooke Jensen. Together, we have created a thoughtfully designed line for Edgehill that will celebrate life's special moments. With this beautiful collection, we are welcoming spring and all of its traditions with classic themes that revel in timeless nostalgia."

Brooke Jensen is a fashion, "mommy & me" and lifestyle blogger at thebrokebrooke.com and on Instagram @thebrokebrooke. She was born and raised in Salina, Kansas and earned both her undergraduate and master's degrees from the University of Kansas. She is a wife, mother of two, Charleston and William, and currently resides in Wichita, Kansas. Brooke lightheartedly shares that she worked as a CPA (Certified Public Accountant) for six years before leaving the profession to become a CPA (Charleston's Personal Assistant). Encouraged by her husband, Brooke created The Broke Brooke as a source of fashion inspiration for other mothers that is both affordable and fun.

She adds, "I have always loved shopping at Dillard's, and I am so excited about The Broke Brooke for Edgehill collection! I love all things classic and feminine, vintage silhouettes and delightful, soft color palettes - and this collection truly captures that. I believe this collaboration was a match made in heaven, and we have created some truly special pieces for every occasion. I hope you enjoy it, too!"

About Edgehill

Available exclusively at Dillard's and rooted in timeless tradition, the Edgehill Collection represents a refined sense of Southern style and an elevated taste, providing upscale pieces for boys and girls in preemie, newborn, infant, and toddler sizes. The line's greatest objective is to create unique items to inspire sweet, memorable moments for Dillard's clients and their families. The Broke Brooke for Edgehill features apparel selections in infants, toddler and children's sizes as well as swimwear and coordinating accessories. See the full collection online at [dillards.com](https://www.dillards.com).





Brooke Jensen pictured with The Broke Brooke for Edgehill collection. Available exclusively at Dillard's. (Photo: Business Wire)

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The Broke Brooke for Edgehill collection is available exclusively at Dillard's. (Photo: Business Wire)

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The Broke Brooke for Edgehill collection is available exclusively at Dillard's. (Photo: Business Wire)

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