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Target[®] Unveils New Design Partnership Program
The Shops at Target marks retailer's latest evolution in affordable design

MINNEAPOLIS (Jan. 13, 2012) – Building on its legacy of making great design accessible to all through innovative retail partnerships, Target Corporation (NYSE:TGT) is introducing a new design program, [The Shops at Target](#). Through this ongoing program, Target will partner directly with the shop owners of specialty stores and boutiques to co-create affordable, limited-edition collections for its guests. The first flight of The Shops at Target, which debuts on May 6 at all Target stores and Target.com, features five exclusive collections across five different product categories.

“One of the reasons our guests love shopping at Target is our design partnerships. They create excitement and leave even the most loyal Target shoppers wondering what we’ll do next,” said Brian Robinson, director of fashion and design partnerships, Target. “With The Shops at Target, we’re building on that sense of discovery by offering our guests a chance to experience one-of-a-kind specialty stores and boutiques through collections that have been specifically tailored to their wants and needs.”

The first flight of The Shops at Target features collections from five different U.S. specialty stores: The Candy Store, Cos Bar, Polka Dog Bakery, Privet House and The Webster. The collections reflect each shop owner’s unique perspective, offering Target’s guests the opportunity to experience each shop’s distinct aesthetic simply by visiting their local Target store or Target.com. With prices ranging from \$1 for a nail file to \$159.99 for an online-only pouf for the home, the five collections total nearly 400 exclusive products.

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Since opening its first stores in 1962, Target has set itself apart from other retailers by offering great design at affordable prices. Target introduced its first design partnership in 1999, through an ongoing collaboration with renowned architect Michael Graves. In 2006, Target put a twist on its successful model with the introduction of GO International, bringing affordable, cutting-edge fashion from high-end runway designers to the masses for a limited-time only. In 2010, Target changed the model yet again by partnering with Liberty of London to create its first limited-edition designer collection spanning multiple departments. To date, the retailer has worked with more than 80 design partners.

About The Shops at Target Collections:

Founded by Diane and Brian Campbell in 2007, [The Candy Store](#), San Francisco's premier candy boutique, caters to candy lovers' discovery of nostalgic delights and the latest treats to satisfy every sweet tooth. Inspired by The Candy Store's curated sweets, Target's collection features favorites such as Black Licorice Dogs, Gummy Fried Eggs, Jaw Breakers, Caramel Creams and Round Swirl Lollipops.

Lily Garfield opened [Cos Bar](#) in 1976 in the resort mountain town of Aspen, Colo., and has since expanded to 12 stores in eight states. Each location exudes that of a European perfumery, boasting a distinguished anthology of globally recognized prestige makeup, skincare, fragrance and men's grooming brands. Cos Bar brings its unique beauty experience to Target with an exclusive collection of body care products, bath accessories, beauty tools, manicure essentials and cosmetic bags in eye-catching prints.

In 2002, Robert Van Sickle and Deb Gregg opened their first [Polka Dog Bakery](#), a treat boutique for dogs specializing in natural, freshly baked goods and stylish accessories, in Boston. Polka Dog Bakery is translated into a collection at Target with signature doggie delights including General Bow Wow's Chicken Biscuits, The Big Dig Cheese Biscuits and Snickerpoodles Biscuits, as well as bright and stylish accessories including bowls, balls, collars, harnesses and food mats.

Founders Richard Lambertson and Suzanne Cassano opened [Privet House](#) in May 2008 in Warren, Conn., followed by a second location in Greenwich, Conn. Privet House boasts an international collection of antique and vintage furniture, artwork and mirrors for the home and garden. Privet House at Target features a signature line of décor and accessories for the home, garden and table reminiscent of the shop's charming aesthetic.

[The Webster](#), founded in 2008 by Laure Heriard Dubreuil and Milan Vukmirovic, has become known worldwide as a multi-brand boutique devoted to luxury fashion with an exclusive selection of unique pieces. Located in the heart of Miami Beach, Fla., The Webster offers a highly curated mix of men's and women's ready-to-wear, luxury accessories and photography, as well as an entertainment space. The Webster at Target includes apparel and accessories for women, men, kids and baby inspired by the essence and sunshine of Miami, Fla., featuring flamingo and deco prints in shades of coral, navy and green.

The Shops at Target is an ongoing design program with flights planned for 2012 and beyond. In addition to The Shops at Target, Target will continue to offer affordable design through its long-standing design collaborations and stand-alone, limited-edition designer collections, including the highly anticipated Jason Wu for Target, which launches Feb. 5. For more information and updates on The Shops at Target, visit ABullseyeView.com and follow @ABullseyeView on Twitter, #TheShopsatTgt.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,767 stores across the United States and at Target.com. The company plans to open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.

Please visit the following link to view a documentary regarding The Shops at Target: <http://youtu.be/MZ34plvb8tU>.

For more information, visit Target.com/Pressroom.

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