Target Investor Relations

Beloved Home Brand Simply Shabby Chic Returns to Target

- *Simply Shabby Chic reintroduces its vintage-inspired aesthetic to longtime followers and a new generation of Target guests*
- *The exclusive multi-year partnership reunites Target with Rachel Ashwell as part of Target's renewed focus on style, design and value*

NEW YORK, Oct. 6, 2026 /PRNewswire/ -- **Target Corporation** (NYSE: TGT) today announced the return of the beloved home brand **Simply Shabby Chic**, through a new, exclusive multi-year partnership launching Oct. 11 in Target stores and on Target.com. The initial assortment of bedding, decorative pillows and throws will be followed by a holiday collection that brings the brand's distinctive, charming aesthetic to seasonal decor and gifting, all at Target's accessible prices.

"Simply Shabby Chic offers a beloved, enduring aesthetic that we are thrilled to reintroduce at Target – inspiring today's guests to create spaces that feel comfortable, lived-in and uniquely their own," said **Mara Sirhal**, senior vice president, merchandising, home, Target. "Designed by Rachel Ashwell, this iconic brand brings a sense of nostalgia to guests who have loved it for years, while giving a new generation the chance to discover it for the first time. This partnership builds on our commitment to strengthen our merchandising authority in Home with style, design and value at the center."

Relaxed, layered, lived-in style

Rachel Ashwell founded Shabby Chic in 1989, defining a romantic, relaxed and functional approach to interiors. Simply Shabby Chic first launched at Target in 2004, bringing that distinctive point of view to a broader audience – and helping pioneer an era of accessible, design-forward home collaborations for Target. Now, more than two decades later, Target is reintroducing Simply Shabby Chic as interest in heritage brands and layered, vintage-inspired spaces continues to grow.

A fresh collection for today's home

With prices starting at $20, and most under $50, the new collection is designed to be mixed, matched and layered to resemble vintage finds and curated heirloom pieces.

- **The fall assortment** includes comforters, quilts, duvets, sheets, shams, decorative pillows and throws featuring floral prints, ruffled details, quilting, gentle color palettes and layered textures.
- **The holiday assortment** offers a softer, romantic take on seasonal decorating through vintage-inspired accents, delicate details and giftable pieces.

The collection details that bring the brand's signature softness and character to life:

- Signature archival prints refreshed to address the return to the nostalgic design movement
- Eyelets and relaxed ruffles that add intricacy and delicate details
- Specially washed fabrics for extra softness and a lived-in look and feel
- High-quality, fine fill for soft comforters and pillows
- Emphasis on color and patina to achieve a vintage-inspired look

"In 1989 I founded Shabby Chic. My design philosophy then and still today is to create beautiful and timeless products for the home," said **Rachel Ashwell**. "I am so proud and excited to share that Simply Shabby Chic is once again returning to its exclusive home at Target. This partnership supports my passion to be involved in every detail from the design, product and development to the storytelling of the photography and marketing. I hope that the beauty of this collection is music to the eyes and warms the soul and home."

The Simply Shabby Chic fall bedding collection will be available beginning Oct. 11 in most stores and onTarget.com, followed by the holiday bedding and decor collections arriving in late October.

The return of Simply Shabby Chic reflects Target's broader commitment to building on its authority in style and design by bringing inspiring products, distinctive brand partnerships and fresh perspectives to guests at an exceptional value. Through a combination of evolved owned brands and creative partnerships, Target continues to help guests create homes that reflect their personal style.

About Target
Target Corporation (NYSE: TGT) brings together style, design and value to offer a distinct assortment and elevated shopping experience across more than 2,000 U.S. stores and online. Powered by more than 400,000 team members, Target serves millions of families each week and invests in the communities where they live and work to support growth and opportunity for all.

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