

JCPenney

HBCU DESIGN CHALLENGE 2024

Attention HBCU Students!

Are you a full-time student? Love design?
Want to create a fashion legacy? Enter now!

Prizes include:

- Scholarship funds (\$4,000 for first place, \$2,000 for second place)
- All-expense paid trip to our headquarters in Texas to shadow JCPenney design team members
- Virtual mentoring sessions with JCPenney leaders
- The chance for your design to be featured in JCPenney's 2025 Black History Month Hope & Wonder Collection

Enter by April 21 | Winners notified June 19

Scan here to visit the challenge website for more details.

