# Kathy Ireland and Kirkland's Launch Christmas Morning Collection as Kirkland's Celebrates 60 Years

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*New 20-piece holiday collection celebrates Faith, Family and Friends as Kirkland's returns to national holiday advertising*

NASHVILLE, Tenn., Oct. 27, 2026 /PRNewswire/ -- Kirkland's, Inc. (Nasdaq: NXH) today announced the launch of Christmas Morning by Kathy Ireland, a new holiday collection created in partnership with lifestyle designer and entrepreneur Kathy Ireland. The collaboration comes as Kirkland's celebrates its 60th birthday and launches its first national holiday advertising campaign in years, marking an exciting new chapter for the beloved home décor retailer.



The 20-piece Christmas Morning collection celebrates the warmth, joy and traditions that bring families together during the holidays. Featuring robes, mugs, ornaments, blankets, candles and more, the assortment is designed around the moments that make Christmas morning special. From cozy essentials to festive finishing touches, each piece reflects the spirit of Faith, Family and Friends and the simple joy of gathering at home with those you cherish most. Prices range from $5.99 to $59.99.

"Christmas is a celebration of faith, love, and the traditions that connect generations," said Kathy Ireland, an honoree of Forbes magazine's prestigious 50 Over 50 list. "Our Christmas Morning collection with Kirkland's is especially meaningful to us because we created it with those families and traditions in mind. We gave careful thought to every detail, and we hope the love and care behind these designs comes through in every piece. I deeply appreciate Marcus Lemonis, Amy Sullivan, and the entire Kirkland's team for embracing our vision and helping bring this collection into families' homes. Our hope is that these pieces become part of the Christmas mornings families cherish and the traditions they pass on."

As Kirkland's celebrates its 60th birthday, the brand is returning to its roots with a renewed focus on style, trend and value. Its anniversary campaign, "Kirkland's: Since 1966," celebrates six decades of helping customers bring warmth, personality and joy into their homes. The Christmas Morning collection reflects that heritage while introducing fresh designs and new reasons for customers to celebrate the season with Kirkland's.

"Kathy understands our customer and has a strong instinct for the styles and trends that resonate with her," said Amy Sullivan, CEO of Kirkland's. "This collection is a beautiful reflection of what Kirkland's has always stood for: helping families make their homes welcoming and creating meaningful moments with friends and loved ones. As we celebrate 60 years, Faith, Family and Friends remain at the heart of our brand. We are excited to bring this collection to our customers as we celebrate Christmas and

the traditions that make this season so special."

The Christmas Morning by Kathy Ireland collection is available at more than 200 Kirkland's locations nationwide, at holiday pop-ups in 80 Bed Bath & Beyond and The Container Store locations, and online at Kirklands.com.

**About Kirkland's**

Founded in 1966, Kirkland's is a home décor and gifting retailer focused on helping customers bring style, trend and value to their homes. The company celebrates the joy of home through seasonal décor, furnishings and gifts. Bring Home the Joy. Learn more at Kirklands.com.

**About Neighborhood Intelligence**

Neighborhood Intelligence (Nasdaq: NXH), previously Bed Bath & Beyond, Inc., is a data and technology company organized around three interconnected pillars: Omni-Channel Retail, Home Services and Home Ownership. Its portfolio includes Bed Bath & Beyond, Overstock, buybuy BABY, Kirkland's, The Container Store, Elfa and Closet Works, along with its expanding Home Services and Home Ownership businesses. Neighborhood Intelligence connects products, services, financing, expertise and data to make homeownership simpler and more affordable.

**About Kathy Ireland**

Kathy Ireland is an internationally acclaimed entrepreneur, designer, author and humanitarian. Since founding her licensing company in 1993, she has built a global lifestyle business spanning home furnishings, fashion, accessories, wellness and other categories, with a commitment to quality, value and solutions that improve everyday life for families. She is also the co-founder of Ireland Founders Circle and co-founder of Next Generation Growth Advisors, supporting the next generation of entrepreneurs and business leaders.

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