

OUTERWEAR HEADQUARTERS™

Spring, Winter or Fall – The Kids Coat for EVERY Season

Kids can be asked to take out the trash, shovel the driveway or do the dishes. However, one thing kids *can't* be asked to do is stop growing! As growing girls and boys sprout up over the summer, parents are left wondering if last winter's coat can stretch one more season. Lands' End has the answer for parents who want to buy one coat that will go from winter to winter...and the seasons in between too – the Kids' 4-in-1 Expedition Parka. This coat is packed with features that will let kids wear it from fall to winter to spring for a few years running.

Sleeveless Spring

Most system jackets only offer three wearing options – a lined jacket, a shell, and an interior jacket. The 4-in-1 Expedition Parka adds a vest by allowing the sleeves of the interior down jacket to zip off! Working over a sweatshirt in the spring or the fall, this option is something moms will like, as half of the moms surveyed (51%) said versatility is one of the most important features they look for in a jacket.

Functional Fall

By zipping the sleeves back onto the lining, kids will have a 600 fill power down insulated jacket. Designed for cool, dry conditions, the interior jacket of the 4-in-1 Expedition Parka will be great for fall football games or afternoons raking leaves. If the fall forecast calls for drizzle, the parka shell is the perfect coat. Taped critical seams and a DriOff™ finish will help keep kids warm and dry in a cool wet rain.

Winter Warm-up

Temperature rated to keep kids warm to -15° F, the 4-in-1 Expedition Parka is the warmest coat parents can buy. The down interior jacket coupled with the PolarThin™ shell provides maximum warmth without adding bulk. The windproof and waterproof shell will be a hit with parents too, since 82 percent of moms surveyed said those attributes were the most important in a quality coat. Finally, little hands will stay warm and dry thanks to SnowGuard wrist cuffs. A fleece extension of the sleeve, SnowGuards act like “half gloves” that keep wind and snow from blowing up the jacket.

Kids and Parka Grow Together

Parents say nothing hits the pocketbook harder than a growing child. For most kids, it seems to be arms and legs that grow the fastest. Now, when kids grow a couple inches, the 4-in-1 Expedition Parka will grow right along with them. Called Grow-A-Long™, a colored thread can be seam ripped to extend the sleeves of the parka an additional 1½ inches. Even Expedition Snow Pants will grow with kids – extending an additional two inches.

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Extra Features

Safety is always important to parents, so the 4-in-1 Expedition Parka has reflective zipper pulls and a rear logo that allow kids to be visible in low light. A large interior Stowaway Pocket gives kids a great place to stash hats, gloves and scarves so they won't get lost at school. Finally, small interior pockets in the front pockets are designed to hold hand warmers to keep kids' hands and bodies toasty warm.

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For more information about Lands' End® outerwear, please contact Adam Sodersten at adam.sodersten@landsend.com or 608-935-6395.