

# OUTERWEAR HEADQUARTERS™

## Style and Shape for Plus-Size Shoppers

For many plus-size shoppers, finding a coat that's stylish and flattering can be a real challenge. Too often, retailers only offer basic black, shapeless coats. Not so at Lands' End. The company offers a variety of styles independent of size in beautiful, warm outerwear silhouettes expertly proportioned to fit and flatter. This season, Lands' End is offering more plus-size outerwear options than ever before in more styles, more fabrics and more fit options – all with the exceptional quality and value that is customary from Lands' End.

To make shopping for a flattering plus-size coat easy and convenient, Lands' End's specialty sizes divisional merchant manager, Kelli Lovejoy-Dailey, offers these five tips:

**1) Construction and Fit** – Most retailers create plus-size jackets by adding more fabric to regular-sized jackets. Lovejoy-Dailey says building outerwear like this will not help the plus-size shopper feel confident in a coat. A style like the Luxe Wool Duffel, which is offered in regular sizes, was reconstructed to create a flattering silhouette for the plus-size customer. The coat was designed with princess seams to create the illusion of lengthening the figure and a back vent to help with additional movement. Lovejoy-Dailey says little design details can make all the difference between a coat that fits and flatters and a coat that doesn't.

**2) Selection** – Lovejoy-Dailey says consumers should be careful of any retailer that has a limited selection of plus-size items. Lands' End has one of the largest apparel assortments of plus-size items in the market, which has helped make the company “plus-size experts” when it comes to sizing. With an extensive offering in a variety of sizes ranging from 16W-26W, women who shop Lands' End won't feel limited.

**3) Fashion** – Finding fashion-forward jackets for plus-size shoppers can be a challenge. Lands' End offers “plus-size only” outerwear that Lovejoy-Dailey says is designed to be fashionable and flattering. The Wool Swing Coat is made from a wool-cashmere blend and offered in a variety of rich colors, plus it has dolman sleeves that give women more ease through the shoulders.

**4) Customer Service** – Often the person who understands the challenges of finding flattering plus-size clothing is another plus-size shopper. Lands' End has dedicated customer care specialists, who are plus size themselves, available online and on the phone to answer any questions women have about a specific product.

**5) Return Policy** – A large number of retailers won't accept an item that has been worn, or held onto for a certain period of time. Lovejoy-Dailey says plus-size women often buy multiple sizes to determine the best fit. Lands' End's unconditional return policy of Guaranteed. Period.® lets women shop worry-free.

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*For more information about Lands' End® outerwear, please contact Adam Sodersten at [adam.sodersten@landsend.com](mailto:adam.sodersten@landsend.com) or 608-935-6395.*

## LANDS' END

5 LANDS' END LANE • DODGEVILLE, WI 53595 • [LANDSEND.COM/NEWSROOM](http://LANDSEND.COM/NEWSROOM)