

OUTERWEAR HEADQUARTERS™

Fierce Forecast Demands Quality Outerwear for Everybody

If you weren't a fan of winter 2011, you won't like what's ahead for the winter of 2012. According to AccuWeather.com, a good portion of the United States can expect above-normal snowfall this winter. This forecast is not good for the 66 percent of moms surveyed who say winter is their least favorite season. Short of moving to a warmer climate, the only proven solution to fighting the flakes is quality outerwear that's designed to hold up to Mother Nature's best.

Fantastic Fabrics

Not having a warm, dry coat is one of the most frustrating parts of winter. In fact, of the over 700 moms surveyed a large number have had to shovel snow (60%), dig out a car (57%), or wait for transportation (45%) in a coat that underperformed. The number one way people get cold in the winter is by getting wet. Lands' End builds its down jackets with a DriOff™ finish that prevents snow from soaking in. In wool, men can embrace trench coats and pea coats that have a water repellent finish, something most wool jackets on the market don't have!

Fabulous Features

Going the extra mile can be the difference between a good coat and a great coat. Whipping wind can blow up sleeves and down necklines of lesser designed outerwear. Adjustable sleeves and fleece cuffs are a sure way to prevent wind from blowing up a sleeve, and an interior storm flap that snaps all the way up the neckline will keep gusts from blowing from the top down. Hand warmer pockets, like those on the Women's Diamond Quilted Down Parka and the Men's Classic Squall® Parka allow for a hand warmer to be held in place to keep hands and the body's core warm and toasty.

Wonderful Warmth

Warmth is the thing most of the moms surveyed (92%) look for in a new coat. With winter barreling down, the best way to fight back is with a coat built for the elements. Down coats with a fill power above 500 will bring extra warmth. The higher the fill power, the less down that has to be used, which translates into warmth without the weight. Sealed seams, an adjustable hood and windproof fabric on a jacket all add to keeping people warm and dry.

Impressive Innovations

Being in the outerwear business for nearly 30 years has helped Lands' End develop the best jackets at the best value. Whether it's simple additions like a fleece-lined collar for comfort, or major innovations like Grow-a-Long™ size extending in kids jackets, Lands' End is always listening to what the customers want in order to build the highest quality jackets available.

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