



LANDS' END

A lifestyle family brand
inspired by a life lived
with purpose.

December 2018



Welcome to Lands' End

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Lands' End stores today: retail re-imagined

Lands' End brings its classic, American lifestyle brand to another level with stand-alone stores, which emphasize a warm and welcoming atmosphere, personalized service and honest value. The new retail locations are a reinvigorated expression of the brand, reflecting the heritage and hallmarks unique to us. It's a first since becoming an independent, publicly traded company in 2014.

Each location has a curated merchandise selection of bestsellers and soon-to-be favorites, plus enhanced customer-forward technology. From products to services, each 5,000- to 7,000-square-foot location is thoughtfully designed to give each customer a greater opportunity to experience the brand.

Lands' End stores at-a-glance

Lands' End currently plans to open 10-15 more standalone stores in 2019.

Lands' End opened five, new standalone stores in 2018, bringing the total number of Lands' End standalone stores in the U.S. to 16.

These are the first, new, standalone stores since becoming an independent, publicly traded company in 2014. They are a reinvigorated expression of the classic, American Lands' End brand.

Lands' End offers the same great customer services through its stores as it does through its direct orders with even more personalized service, the ability to touch and feel items, plus tablet enhanced technology for mobile checkout, order information and returns.

Store designs are a nod to Lands' End's nautical heritage, with a fresh, crisp and modern take. Just like a comfortable home, the stores are warm and welcoming, inviting customers to linger.

Each new location is between 5,000-7,000 square feet and features products tailored to market demands, plus seasonal items.





Store design: welcome home

Just as families have been welcoming Lands' End catalogs into their homes for decades, Lands' End welcomes families to its new home.

As customers enter the store, they're greeted by a gallery of product, images and streaming video that brings Lands' End heritage, products and company initiatives to life. The cashwrap is inspired by a kitchen table with additional functional space that can be accessed by all. A lounge area by the fitting rooms, featuring old "family" photos (iconic catalog covers) hung above a handmade mantel, encourages customers to have a seat and take a break from a busy day.

The company colors of True Navy and White appear throughout the store for a clean, crisp look and a nod to Lands' End's nautical heritage. Inspiring quotes from Lands' End founder, Gary Comer, adorn the walls and share the spirit of the brand.

Each location also features a handcrafted display table made by expert woodworkers at our Dodgeville, WI headquarters. Every detail has been considered in the store design to make it inviting and easy to shop.

The next level of customer service

Lands' End is known for its legendary customer service, which is made better by our Guaranteed. Period.® return policy, sales associates who go above and beyond and our quality apparel. In addition to highlights like in-depth associate training in customer relations and school uniform measurement, standalone locations have new customer-forward technology.

Handheld tablets help associates access past order information so that customers can get the right sizes, hemming lengths, colors and more. Need a different item? No problem. Sales associates can order it right from the tablet.

Plus, a dedicated kiosk area allows customers to shop the full product collection online. Touch screens, catalogs and a direct line to sales representatives at Lands' End headquarters make ordering a snap, with free shipping on all orders placed from the store.

In appreciation of the community and those who serve it, Lands' End extends a 15 percent discount on all regular and promotional pricing to teachers, veterans and active military duty personnel.



Curated collection of items for women and men

With each market, each customer in mind, Lands' End stores feature a location-specific assortment of bestsellers for women and men. Customers can touch and try on apparel to experience the quality and see up close, the attention to every stitch and detail of each item Lands' End designers create.

Look for updated classic style in shirts, sweaters, dresses, jackets, jeans, skirts and pants, as well as iconic items such as durable canvas totes and Lands' End duffels that represent the heritage of the brand. New items arrive on an ongoing basis, including seasonal items such as swimwear, holiday and outerwear.



Story starters

Reinvented Retail:

Find out how Lands' End, a direct marketing company founded in 1963, is bringing their brand to life at brick-and-mortar stores while integrating their existing, uni-channel shopping capabilities.

Integrated Uni-Channel Shopping:

Witness the evolution of direct, online and retail marketing with Lands' End's new standalone stores. Discover how a dedicated retail team has integrated online and direct capabilities to enhance the retail experience. See how the bricks-and-mortar presence enhances the online direct shopping experience.

The Lands' End Brand Comes to Life at Retail:

In 2014, Lands' End became an independent, publicly traded company again. The new standalone Lands' End stores represent the company's efforts to bring the heart and soul of the brand to retail. Discover how, from store design to customer services and the product mix, Lands' End is dialing in its retail strategy to deliver the full, Lands' End experience.

Thankfully, Finally!

Lands' End customers aren't just shoppers, they're family and they're glad Lands' End is home. Hear from sales associates and customers how Lands' End has gone above and beyond with quality products and service to build a family. As an example, a recent customer in Paramus shared that his Lands' End briefcase lasted him from his college education to his career as an attorney and into retirement. The Lands' End family is pleased to see, gather and share their stories!

6

States with company-operated stores today:

Illinois
Massachusetts
Minnesota
New Jersey
New York
Wisconsin



5

New company-operated stores opened in 2018

Kildeer, IL (Kildeer Marketplace)
Staten Island, NY (Staten Island Mall)
Burlington, MA (Burlington Mall)
Paramus, NJ (Bergen Town Center)
Bound Brook, NJ (Chimney Rock Crossing)



1983

Oldest existing company-operated store: Woodbury, MN (in Tamarack Village)

Largest company-operated store: Rochester, NY

13,044

Total square footage of space.

16

Total number of company-owned stores in the U.S. in 2018



The Lands' End retail timeline

The Lands' End brand has truly come to life at its new, company-operated stores, bringing the Lands' End experience to customers unlike any other time in history. Here's a look at how we got here.

- 2018** Lands' End reinvents its retail presence, opening five new stores in Paramus N.J., Bound Brook N.J., Staten Island, Kildeer, Ill. and Burlington, Mass., bringing the total number of Lands' End company-operated stores in the U.S. to 16 locations.
- 2014** Lands' End spins off from Sears Holdings to become a publicly traded company on the NASDAQ under the ticker symbol LE.
- 2002** Lands' End, Inc. becomes a wholly owned subsidiary of Sears, Roebuck and Co.
- 1990** Lands' End opens stores in Madison, Wis., and in the suburbs of Minneapolis, Minn.
- 1995** The company is among the first U.S. retailers to launch an e-commerce site. Landsend.com makes its debut in July, featuring 100 products, stories, essays and travelogues.
- 1980** Lands' End extends its services to include free hemming.
- 1978** Lands' End introduces a toll-free 800 customer service number, implements Guaranteed. Period® and begins migrating operations from Chicago to Dodgeville, Wis.
- 1970** As an early adopter of technology, Lands' End begins to keep track of orders and inventory via computers.
- 1964** Lands' End publishes its first catalog: The Lands' End Yachtsman's Equipment Guide.
- 1963** Gary Comer, avid sailor and former advertising copywriter, opens Lands' End Yacht Stores, Inc. in Chicago, Ill.

