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Lands' End to Open New Store at Oakbrook Center in Oak Brook, Illinois

New Store Concept Combines Retailer's Digital Core with Convenient Brick-and-Mortar Locations

DODGEVILLE, Wisc. – May 3, 2019 – Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family, will open a new store location at the Oakbrook Center shopping mall in Oak Brook, Illinois, Saturday, May 4, 2019, bringing its total Chicago area store locations to five. The 4,500 square-foot store is designed to support a seamless shopping experience across brick-and-mortar and e-commerce. The store is conveniently located at 100 Oakbrook Center, Space #101, and is open seven days a week.

“We’re a digital retailer at our core, and we used that experience to design a store that integrates our e-commerce technology and supports our customers where they live,” said Claudia Mazo, senior vice president of retail, Lands' End. “We’re excited to expand our footprint in Illinois – where the company was originally founded – and provide the community with quality apparel for the entire family.”

The new store features the iconic brand's latest apparel and accessories for women, men and kids, including dresses, shorts, dress shirts and more. Shoppers can also browse the full Lands' End collection of spring and summer products at landsend.com through a touch screen kiosk and dedicated digital shopping area. Additionally, store orders come with free shipping and online orders can be returned to the store free of charge. In a nod to the company's sailing heritage, the store features navy and white colors throughout and customers are greeted by a gallery of images that bring the company's history to life.

The store is the latest addition to the company's uni-channel retail strategy.

To find the Lands' End store nearest you, please visit the [store locator](#) on landsend.com.

About Lands' End, Inc.

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home products. We offer products through catalogs, online at www.landsend.com, international websites, third party online marketplaces and through retail locations. We are a classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

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