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## **Retailer Lands' End Opened New Store in Cherry Hill, New Jersey**

*New Store at the Market Place at Garden State Park Combines Retailer's Digital Core with Convenient Brick-and-Mortar Location*

**DODGEVILLE, Wisc.** – May 17, 2019 – Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family, had a soft opening of its new store location at the Market Place at Garden State Park in Cherry Hill, New Jersey, this past Thursday, May 9. The 6,555 square-foot store is designed to support an integrated shopping experience across brick-and-mortar and e-commerce. The store is conveniently located at 2050 Rte 70 West and is open seven days a week.

The store will celebrate its grand opening Saturday and Sunday, May 18 and 19 from 10 a.m. to 4 p.m. each day with a ribbon cutting on Saturday at 10 a.m. Details of the weekend are as follows:

- The first 100 to spend \$100 or more will get a free Lands' End tote.
- The custom Lands' End Airstream will be on hand for the grand opening and will include heritage items for customers to try on and purchase.
- Customers will have the opportunity to spin a prize wheel for a chance to win iconic Lands' End Heritage items including fanny packs, keychains, and coupons.
- Light refreshments will be available.

“Our customers interact with us through multiple channels. While we’re a digital retailer at our core, we have found that our customers also like to touch and feel the product in-person,” said Claudia Mazo, senior vice president of retail, Lands' End. “We’re opening our store to meet this demand and we’re integrating our e-commerce technology to support our customers in their communities.”

The new store features the iconic brand’s latest apparel and accessories for women, men and kids, including dresses, shorts, dress shirts and more in regular, plus and petite sizes. Shoppers can also browse the full Lands' End collection of products at [landsend.com](http://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.

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