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Lands' End to Open New Store in Newark, Delaware

New Store at the Christiana Fashion Center Combines Retailer's Digital Core with Convenient Brick-and-Mortar Location

DODGEVILLE, Wisc. – June 5, 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 Christiana Fashion Center in Newark, Delaware, Saturday, June 29, 2019. The 7,129 square-foot store is designed to support an integrated shopping experience across brick-and-mortar and e-commerce. The store is conveniently located at 3168 Fashion Center Boulevard and is open seven days a week.

The store will celebrate its grand opening the weekend of June 29 and 30 from 10 a.m. – 4 p.m. on Saturday and 11 a.m. – 4 p.m. on Sunday with a ribbon cutting on Saturday at 10 a.m. Details of the weekend are as follows:

- The first 100 in the store 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 and keychains.
- Light refreshments will be available.

"We're excited to open this new location in Newark that integrates our legendary e-commerce technology and customer service, into our retail store concepts," said Claudia Mazo, senior vice president of retail, Lands' End. "With this additional location, we're now able to support our customers in their communities, and allow them to interact with us through multiple channels."

The new store features the iconic brand's latest apparel and accessories for women, men and kids, including summer favorites such as swimwear, dresses, shorts, and more in regular, plus and petite sizes. Shoppers can also browse the full Lands' End collection of 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.

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 online at www.landsend.com, on 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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