



### **Lands' End to Open New Store in Rockville, Maryland**

*Grand Opening to Take Place at Congressional Plaza in Rockville October 26th and 27th*

**DODGEVILLE, WI – October 8, 2019** –Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family and the home, is opening its newest retail location at Congressional Plaza in Rockville, Maryland, in October. The 8,500 square-foot store features the retailer's first in-store home goods assortment and offers Lands' End's hybrid brick-and-mortar and digital shopping experience.

The grand opening celebration begins with a ribbon-cutting ceremony on Saturday, October 26, at 10 a.m. with activities continuing throughout the weekend.

"We are so excited to expand our footprint in Maryland and introduce our new retail concept to the D.C. metropolitan area," said Claudia Mazo, senior vice president of retail, Lands' End. "Our loyal shoppers in this area and the convenient shopping location make Congressional Plaza an excellent place for our newest store opening."

The new store is Lands' End's first retail concept to offer a home product assortment in-store, featuring cozy and legendary staples for the home such as new Holiday printed flannel sheet sets, luxe Turkish spa towels, and Lands' End signature cashmere throw blankets available to monogram. In addition, the store features the brand's latest fall apparel and accessories for women, men and kids, including denim, flannel, outerwear 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 within the store.

#### **Grand Opening Events**

The public is invited to join Lands' End in celebration of the new store during a grand opening on Saturday, October 26 from 10 a.m. to 4 p.m. and Sunday, October 27 from 11 a.m. to 4 p.m. The weekend will kick off with a ribbon cutting on Saturday at 10 a.m. Additional activities throughout the weekend include:

- The Lands' End Seagoing™ Duffle Airstream will be on-site for the grand opening, showcasing iconic Lands' End items from the Heritage Collection.
- Shoppers will have the opportunity to spin a prize wheel to win exciting Lands' End prizes and coupons.
- Light refreshments will be available inside the store.

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 uni-channel retailer of casual clothing, accessories, footwear and home products. We offer products online at [www.landsend.com](http://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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