



Lands' End to Open Two New Stores in Grand Rapids and Novi, Michigan
Locations Are the Retailer's First Company-Operated Stores in Michigan

DODGEVILLE, WI – November 5, 2019—Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family, is opening two new retail locations in Michigan in November. The new stores, located at the Shops at CenterPoint in Grand Rapids, Michigan, and West Oaks II Shopping Center in Novi, Michigan, feature the iconic brand's latest products in time for the holiday season, including winter favorites such as Squall® parkas and soft flannels.

"We're so excited to open our first two company-operated stores in Michigan, just in time for the holiday season," said Claudia Mazo, senior vice president of retail, Lands' End. "We look forward to making holiday shopping easier for the Grand Rapids and Novi communities, all while keeping families warm with our legendary outerwear."

Lands' End will host openings for both locations on the following dates:

- **Grand Rapids:** Thursday, November 7 (10 a.m. to 9 p.m.)
- **Novi:** Thursday, November 14 (10 a.m. to 9 p.m.)

The new stores feature Lands' End's latest apparel and accessories for women, men and kids in regular, plus and petite sizes. Ahead of the holiday season, shoppers can browse the brand's winter staples for the family and the home, including winterproof jackets, Holiday printed throw blankets and cozy fleece, with options for monogramming at our digital kiosk. In addition, holiday-themed gift boxes will be available for free with purchase to help make gifting easier.

Grand Opening Events

The public is invited to join Lands' End in celebration of the new stores during grand opening ceremonies on the following dates. Each weekend will kick off with a ribbon cutting on Saturday at 10 a.m.

- **Grand Rapids:** Saturday, November 16 (10 a.m. to 9 p.m.) and Sunday, November 17 (11 a.m. to 9 p.m.)
- **Novi:** Saturday, November 23 (10 a.m. to 9 p.m.) and Sunday, November 24 (11 a.m. to 9 p.m.)

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

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 uni-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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