



LANDS' END CELEBRATES THE SEASON FOR HOLIDAY 2019

Season of Giving Made Easy with Gift Options for Everyone on Your List

DODGEVILLE, WI – November 8, 2019 – Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high quality apparel for the whole family, celebrates the release of its Holiday 2019 collection. Cozy, comfortable, and warm, the collection combines traditional items with modern holiday designs.

From sleigh rides to caroling and everything in between, Lands' End embodies the goodness of the holidays, while combining the functionality of essential seasonal clothing. Since 1963, Lands' End has designed and manufactured products for the individual needs of the consumer to last season after season.

“With the holiday season quickly approaching, we are proud to create products that bring together the whole family,” said Chieh Tsai, Chief Product Officer, Lands' End. “Whether it is around the fireplace or the dinner table, we cherish the idea of being a part of every special moment.”

Noteworthy items in the collection include:

Matching Family Flannel Pajamas: Chosen for this year's 2019 Oprah's Favorite Thing List, the traditional matching family flannel pajamas makes any holiday family occasion special. With sleepwear for everyone, including the dog, these pajamas are cotton flannel brushed inside and out for that extra cozy feeling. Available in 10 unique prints.

CashTouch: The closest thing to cashmere, Lands' End CashTouch accessories accent any holiday outfit. This season's collection features CashTouch scarves, hats, and lined gloves. Practical and warm, the EZ Touch Screen Cashmere Lined Leather gloves allow you to click and scroll without exposing your skin, all while the supple lambskin leather body looks sophisticated.

Outerwear: Staying warm this winter is a breeze with Lands' End outerwear. From the Ultra Lightweight Packable Down Jacket to the Expedition Down Winter Parka, fight the harsh winter elements with insulated, waterproof coats and jackets. Field tested in Wisconsin, Lands' End knows a thing or two about spreading the warmth.

Sherpa: Two words – Sherpa Lined! Now available in flannel pajamas, squall jackets, serious sweats, boots, and many other seasonal products. Reach for an extra layer of warmth with cozy sherpa fleece; warm as wool and soft enough to make sheep jealous.

Monogram Monday: Back for another year, Monogram Monday makes gift-giving at the holidays special with personalization. Add any monogram or embroidery to the extensive selection of products to craft your individual touch. This includes needlepoint stockings, a fan favorite each year and free to customize!

To further spread the cheer of the season, Lands' End is hosting a **Share the Merry Sweepstakes**. Beginning November 13th, participants have the opportunity to win weekly prizes, as well as one grand

prize winner being awarded \$10,000 and a \$5,000 donation to the charity of their choice. Registration for the sweepstakes can be found at www.landsend.com/sharethemerry.

Additionally, each Wednesday from November 13th to December 18th, Lands' End will award five lucky winners a \$100 Lands' End gift card. To enter, participants must follow Lands' End on Instagram (@landsend) and tag two friends on the contest post.

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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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