



Lands' End to Open New Store in Fairfax, Virginia

Grand Opening to Take Place at Fair Lakes Shopping Center on February 29 and March 1

DODGEVILLE, WI – February 13, 2020 – Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family, is opening its newest retail location at Fair Lakes Shopping Center in Fairfax, Virginia in February. The new store features the iconic brand's latest apparel and accessories in time for spring and offers Lands' End's hybrid brick-and-mortar and digital shopping experience.

The store will open its doors on Thursday, February 27th. The grand opening celebration begins with a ribbon-cutting ceremony on Saturday, February 29, at 10 a.m. with activities continuing throughout the weekend.

"We are excited to introduce the Fairfax community to our first standalone store in Virginia, and we look forward to growing our presence in the Washington, D.C. metropolitan area," said Claudia Mazo, senior vice president of retail, Lands' End. "Our loyal shoppers in the area and the convenient shopping location make Fair Lakes a great place for our new store concept."

The new store features Lands' End's latest apparel and accessories for women, men and kids, in regular, plus and petite sizes. Shoppers can browse the brand's spring and summer staples for the whole family including swimwear, dresses and shorts. Customers can also shop the full Lands' End collection of products at landsend.com through kiosks and a dedicated digital shopping area.

Grand Opening Events

The public is invited to join Lands' End in celebration of the new store during a grand opening on Saturday, February 29 from 10 a.m. to 9 p.m. and Sunday, March 1 from 11 a.m. to 6 p.m. Grand opening activities include:

- The weekend will kick off with a ribbon cutting on Saturday at 10 a.m.
- The first 100 guests to spend \$100 during the grand opening will receive a free Lands' End canvas tote.
- 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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Contact:

Tricia Dudley

Lands' End

Director, Public Relations and Brand Partnerships

Tricia.Dudley@landsend.com

646-560-5189