



Lands' End to Open New Store in Frisco, Texas

Grand Opening to Take Place at The Centre at Preston Ridge on April 18 and 19

DODGEVILLE, WI – March 6, 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 The Centre at Preston Ridge in Frisco, Texas, in April. 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, April 16. The grand opening celebration begins with a ribbon-cutting ceremony on Saturday, April 18, at 10 a.m., with activities continuing throughout the weekend.

"We are so excited to join the Frisco community with our first standalone store in Texas," said Claudia Mazo, senior vice president of retail, Lands' End. "We have many loyal and engaged customers in the Dallas-Fort Worth area who have been shopping our website, catalogs and at our nearby school uniform stores for years, and we look forward to offering them a space where they can touch, feel and try on all of their favorite Lands' End products. We are especially eager to welcome our school uniform customers into our new store to help them find the right items for their kids' school."

The new store features Lands' End's latest apparel and accessories for women and men, with an extended range of plus and petite sizes for women. Shoppers can browse the brand's warm-weather staples in time for spring and summer, including swimwear, dresses and shorts, along with a select assortment of school uniform apparel. Customers can also shop the full Lands' End collection of products at landsend.com through kiosks at 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, April 18 from 10 a.m. to 9 p.m. and Sunday, April 19 from 12 p.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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