



FOR IMMEDIATE RELEASE

## Kohl's and Lands' End Announce New Partnership

*Lands' End styles for the entire family coming to Kohls.com and select Kohl's stores beginning fall 2020*

**MENOMONEE FALLS, Wis., March 16, 2020** – [Kohl's](#) (NYSE: KSS) today announced a new partnership with Lands' End (NASDAQ: LE) to offer the retailer's entire assortment of women's, men's, kids, and home merchandise on Kohls.com, directly fulfilled and shipped by Lands' End, beginning fall 2020. In addition, Kohl's will bring Lands' End merchandise, with a particular focus on seasonal goods for the family, including outerwear in fall/winter and swimwear in spring/summer, to 150 stores beginning fall 2020.

"The addition of Lands' End, a market leader in the classic, casual lifestyle, into Kohl's brand portfolio further strengthens our product leadership and our ability to deliver unmatched national brands to Kohl's customers," said Michelle Gass, Kohl's chief executive officer. "Lands' End brings its strong brand recognition, leadership in casual style and fit authority, and gives new and existing customers something to discover at Kohl's."

Kohl's will offer casual and seasonal apparel and home goods from Lands' End on Kohls.com, including products the brand is famous for like outerwear and swim, in a deep array of extended sizes and fits, including petites, plus, and big and tall, for men, women and kids. Additionally, select Kohl's stores will feature a Lands' End shop-in-shop experience, offering customers an assortment of relevant products for the whole family all year round. In-store products will rotate seasonally beginning with outerwear in fall 2020, including jackets, vests and cold weather accessories, followed by swimwear for the family in early 2021.

"Lands' End is a brand that is synonymous with fit and quality, and brings well-crafted, timeless pieces in a wide range of sizes across women's, men's and kids categories to Kohl's customers," said Doug Howe, Kohl's chief merchandising officer. "With their exceptionally strong seasonal businesses, we are especially thrilled to offer Lands' End outerwear and swimwear for the entire family at Kohl's and to bring a compelling brand experience to life in select Kohl's stores."

"We're thrilled to be partnering with Kohl's as we work to meet our customers wherever, however and whenever they want to shop, whether that's online, at our retail stores or – as is often the case – at Kohl's," said Jerome Griffith, chief executive officer, Lands' End. "We know our customers consistently list Kohl's as one of their primary shopping destinations, and we place great value in meeting them where they are already shopping."

This partnership announcement is part of Kohl's focus on strengthening its product leadership, as announced in its 'Growth Agenda' on Kohl's Investor Day.

### Cautionary Statements Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including 2020 earnings guidance. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to, those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

This press release contains forward-looking statements that involve risks and uncertainties, including statements regarding the expected features and benefits of the business relationship between Kohl's and Lands' End. Such statements are subject to risks and uncertainties, which could cause actual results to differ materially from those described in these forward-looking statements, including customer demand and acceptance of Lands' End products, and certain other risks, uncertainties and factors discussed in the "Risk Factors" section of our Annual Report on Form 10-K for the fiscal year ended February 1, 2019, and Quarterly Reports on Form 10-Q. Lands' End intends the



forward-looking statements to speak only as of the time made and does not undertake to update or revise them as more information becomes available, except as required by law.

#### **About Kohl's**

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and exclusive brands, incredible savings and an easy shopping experience in our stores, online at [Kohls.com](https://www.kohls.com) and on Kohl's mobile app. Since its founding, Kohl's has given more than \$750 million to support communities nationwide, with a focus on family health and wellness. For a list of store locations or to shop online, visit [Kohls.com](https://www.kohls.com). For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](https://www.corporate.kohls.com) or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.

#### **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](https://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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