



LANDS' END ESTABLISHES VAYNERMEDIA AS CREATIVE AGENCY PARTNER

DODGEVILLE, WI – April 22, 2022 — [Lands' End](#) has named VaynerMedia to lead the retailer's top-of-funnel creative advertising strategy and design. The announcement comes on the heels of several brand partnerships with VaynerMedia, including work with the advertising force over the last year on critical upcoming product launches.

A classic American lifestyle brand, Lands' End continues to push the envelope with relatable advertising campaigns that leverage their timeless pieces in a competitive e-commerce arena. The retailer expects that this partnership will play a critical role in elevating the brand's creative direction, deepening consumer engagement and affinity.

"VaynerMedia's track record of creating culturally relevant, consumer-first campaigns really impressed our team," said Matt Trainor, senior vice president, global brand creative at Lands' End. "This partnership leverages VaynerMedia's advertising and digital expertise in an effort to bring the right execution of our comfort message forward and continue to propel the Lands' End business."

VaynerMedia's immediate areas of focus within the Lands' End business landscape include launching a new product collaboration with a male celebrity this fall and sharpening the brand's resonant comfort positioning into a universally approachable concept.

"Our proprietary Vayner Volume Model pushes us to uncover messages through contextual creative in social media platforms," said Lisa Buckley, managing director at VaynerMedia Los Angeles. "This model fused with Lands' End's digital first strategic pillar seamlessly, and we're excited about the opportunity to invigorate the brand's advertising strategy with this approach in the upcoming year."

To shop the latest style inspirations from Lands' End, please visit [landsend.com](https://www.landsend.com).

About Lands' End:

[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 our own Company Operated stores, as well as third-party 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 women, men, kids and the home.

About VaynerMedia:

VaynerMedia is a contemporary global creative and media agency with an expertise in driving relevance for clients and delivering impactful business results. The independently owned agency was founded in 2009 by Gary Vaynerchuk and has offices in New York, Los Angeles, London, Mexico City, Singapore, Kuala Lumpur, Bangkok, Tokyo and Sydney. VaynerMedia has been recognized for its work at Cannes Lions, the Clio Awards and The Webby Awards. It is part of the VaynerX family of companies.

Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties, including statements regarding Lands' End's expectations for the partnership with VaynerMedia, and its impact on the brand's creative direction, consumer engagement and affinity; the proposed application of VaynerMedia's expertise to Lands' End's business; the proposed areas of focus; and expected outcome and impact on the Lands' End business. The following important factors and uncertainties, among others, could cause actual results to differ materially from those described in these forward-looking statements: the expected benefits of the relationship with VaynerMedia may not yield the expected results; Lands' End may be unsuccessful in implementing its strategic initiatives, or its strategic initiatives, including expanding its marketing efforts, may not have their desired impact on its business; Lands' End's ability to offer merchandise that customers want to purchase; changes in customer preference from Lands' End's branded merchandise; and other risks, uncertainties and factors discussed in the "Risk Factors" section of the Company's Annual Report on Form 10-K for the fiscal year ended January 28, 2022. 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.

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