



## Lands' End Gives Back This Holiday Season

*Retailer supports global breast cancer and winter coat charities with impactful donations, product curation and in-store collection drive*

**DODGEVILLE, WI – October 17, 2022** – [Lands' End](#), a classic American lifestyle brand, today announced its charitable giving plans for the upcoming holiday season. The brand is continuing its longstanding partnerships with the Breast Cancer Research Foundation, One Warm Coat and other global charities as part of its ongoing Comfort Fund initiatives.

"The Lands' End Comfort Fund, our charitable giving program, is rooted in our mission of creating a more comfortable world," said Matt Trainor, senior vice president of global brand creative at Lands' End. "We're grateful to be working with organizations that align to that mission."

Since 2015, Lands' End has partnered with the [Breast Cancer Research Foundation \(BCRF\)](#), a nonprofit organization dedicated to ending breast cancer by advancing the world's most promising research. In that time, the brand has donated over \$530,000, funding over 10,000 hours of research. To support breast cancer awareness and research efforts worldwide, Lands' End is donating a total of \$50,000 to BCRF, \$25,000 to the United Kingdom's [Future Dreams](#) and \$25,000 to Germany's [Pink Ribbon](#) charities.

New for 2022, Lands' End introduced a specially curated Breast Cancer Awareness collection, available to shop online through Monday, October 31 at [LandsEnd.com](#). The collection will feature Lands' End favorites such as cashmere, canvas totes and mastectomy swimwear in shades of pink.

"Breast cancer is the most common cancer in the world," said Myra Biblowit, president and chief executive officer of BCRF. "The need to discover better, more effective treatments has never been greater. Through our shared commitment with Lands' End to propel research, we will bring the end of breast cancer into focus."

This year also marks Lands' End's fourth collaboration with [One Warm Coat](#), a national nonprofit organization that provides free coats to people in need. Since 2018, Lands' End's sponsorship has provided warmth to more than 55,000 children and adults. In addition to a \$20,000 donation, the brand will host coat drives at all Lands' End retail stores through Sunday, November 20, 2022. Participating customers who donate a gently worn coat will be offered 50% off their purchase of a new Lands' End coat. Additionally, Lands' End will be donating \$10,000 to [WrapUp London](#) and \$10,000 to Germany's [One Warm Winter](#) to further support people in need across the globe.

"One Warm Coat is thrilled to team up with Lands' End for the fourth winter in a row to share warmth with children and adults in need, while promoting volunteerism and environmental sustainability," said Beth W. Amodio, president and chief executive officer at One Warm Coat.

To shop Lands' End's Breast Cancer Awareness collection, please visit [LandsEnd.com](http://LandsEnd.com). To donate a gently worn coat to One Warm Coat, please visit a Lands' End retail store location.

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**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](http://www.landsend.com), through our own Company Operated stores and through third-party distribution channels. We are a classic American lifestyle brand with a passion for quality, legendary service and real value. We seek to deliver timeless style for women, men, kids and the home.

**About The Lands' End Comfort Fund:**

The Lands' End Comfort Fund is a charitable giving program that is rooted in providing comfort to others. We partner with organizations around the world that share our belief in spreading and sharing comfort. The organizations we currently support include the Breast Cancer Research Foundation, One Warm Coat, Habitat for Humanity, the Skin Cancer Foundation, the Second Harvest Foodbank of Southern Wisconsin, Future Dreams, WrapUp London, Pink Ribbon and One Warm Winter.

**About the Breast Cancer Research Foundation:**

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—from those investigating prevention to metastasis—and foster cross-disciplinary collaboration. Our approach accelerates the entire field and moves us closer to the answers we urgently need. We can't stop now. Join us in fueling the world's most promising research. With you, we will be the end of breast cancer. Learn more and get involved at [BCRF.org](http://BCRF.org).

**About One Warm Coat:**

One Warm Coat is a national cloud-based nonprofit organization that provides free coats to children and adults in need while promoting volunteerism and environmental sustainability. Over the past 30 years, One Warm Coat has facilitated more than 43,000 coat drives, collecting 7.3 million coats that have been distributed through 1,400 nonprofit partners across all 50 states. Individuals and organizations can get involved by donating coats, holding coat drives, and making financial donations. Every \$1 donated warms 1 person. One Warm Coat believes in each person's right to shelter from the elements and is committed to sharing warmth, without discrimination, one coat at a time.

**Media Contact:**

Lindsey Schubert  
Public Relations Specialist  
[Lindsey.Schubert@landsend.com](mailto:Lindsey.Schubert@landsend.com)