

# LANDS' END

## Cyber Monday: Santa To Go LIVE with Lands' End for 12 Hours

November 21, 2017

### Lands' End Partners with Santa to Reveal 12 Exclusive Deals, Over 12 Hours on Social Platforms

DODGEVILLE, Wis., Nov. 21, 2017 /PRNewswire/ -- Cyber Monday is just days away and Lands' End has partnered with Santa to reveal St. Nick's Picks – 12 iconic Lands' End gifts of the season offered at a special holiday price during the biggest online shopping day of the year. Lands' End will host 12 Hours of Santa beginning at 10:00 am ET, when St. Nick himself will be live at the top of each hour on the company's [Facebook](#) page "unboxing" one of the 12 exclusive must-have gifts of the day. Lands' End will also share St. Nick's Picks during the 12 Hours of Santa [Twitter](#) Event (#LandsEndHoliday) offering participants chances to engage and win Lands' End gift cards.



"At Lands' End, we consider ourselves the official *Holiday Makers* in partnership with Santa and are thrilled that he is stopping by to help create an exciting way to reveal our favorite Lands' End gifts on Cyber Monday for our social followers," said Matt Trainor, senior vice president Brand Creative, Lands' End. "In addition to unboxing exclusive deals on Facebook Live, Santa will also take part in 12 Hours of Santa holiday activities at Lands' End's headquarters in Dodgeville, Wis., from cookie tastings to enjoying the company's holiday carolers."

#### Cyber Monday at Lands' End

- **Lands' End Cyber Monday** – On Cyber Monday (November 27), [landsend.com](#) will offer **50 percent off entire order**.
- **Lands' End St. Nick's Picks** – Social followers will also have access to 12 exclusive holiday offers unveiled each hour on Lands' End's social channels.
- **Lands' End on Social** – Lands' End is encouraging shoppers to follow the company's social channels for exclusive Cyber Monday St. Nick's Picks, gift giving tips and updates:
  - **Facebook** – [facebook.com/landsend](https://facebook.com/landsend)
  - **Twitter (#LandsEndHoliday)** – [twitter.com/landsendpr](https://twitter.com/landsendpr)
  - **Instagram** – [instagram.com/landsend](https://instagram.com/landsend)

#### **About Lands' End, Inc.**

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at [www.landsend.com](http://www.landsend.com) and affiliated specialty and international websites, 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.

# LANDS' END

View original content with multimedia: <http://www.prnewswire.com/news-releases/cyber-monday-santa-to-go-live-with-lands-end-for-12-hours-300560376.html>

SOURCE Lands' End, Inc.

Michele Casper, Lands' End, 608-935-4633, [michele.casper@landsend.com](mailto:michele.casper@landsend.com), @LEprMichele