



The New Lands' End Universal Collection Ensures Every Kid Fits in

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Award-winning features make it easier for students with disabilities to dress

DODGEVILLE, Wis., Aug. 6, 2018 /PRNewswire/ -- Lands' End designers have turned the company's most popular kids back-to-school styles into a wardrobe that assists students who have a disability. The new Lands' End Universal Collection of adaptive clothing ensures the brand delivers on its promise to be a place where every kid fits in™. Launching irLands' End School this September, the Universal Collection has already earned one of *Apparel Magazine's* 2018 Top Innovator awards.



"At Lands' End School, we take great pride in offering 'Sizes For Every Student'," said Cathy Mays, senior merchandise manager, Lands' End, Inc. "By seeking new and meaningful ways to help parents and kids, our Universal Collection with its award-winning features and outstanding fit and comfort, is one innovation we are truly excited about."

The Universal Collection is designed for easy dressing for kids, parents and caregivers alike and is made to look exactly like Lands' End's best-sellers but with some helpful, innovative features. Instead of button closures, tops and bottoms have magnetic closures made with MagnaReady® technology and rip & grip closures. To make each item as sensory friendly as possible, all pieces have either heat transfer or satin tags plus smooth, clean-finished seams and waistbands to eliminate potential irritants.

Best-sellers Become Best Performers

"As the preferred provider of school uniforms to more than 5,000 schools globally, outfitting students and faculty of all ages and sizes, Lands' End School's new Universal Collection was a natural evolution," continued Mays. "Now even more kids can look forward to going back-to-school in their favorite chino pants or polo shirt."

The end result is eight pieces in the initial collection including the easy-care, stain-release Oxford Shirt, 100% Cotton Interlock Performance Polos, boys' Iron Knee® wrinkle-resistant chino pants, girls' and boys' chino shorts, girls' cotton performance mesh polo dress, girls' easy care soft ponté skirt and a girls' wrinkle resistant easy care chino skirt. All items are backed by the Lands' End's generous return policy of Guaranteed. Period.®

The Universal Collection will launch on Sept. 1 and can be pre-ordered online at landsend.com/school, via the Lands' End School catalog or by calling 1-800-800-5800.

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 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.



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