



## Lands' End Names Chieh Tsai Chief Product Officer

January 10, 2019

### **Announcement part of the company's continued focus on its customers' needs to better position it for future growth; Company also announces new public relations and brand marketing head**

DODGEVILLE, Wis., Jan. 10, 2019 /PRNewswire/ -- Lands' End, Inc., (NASDAQ:LE) a leading uni-channel retailer, today announced they have appointed Chieh Tsai, the company's current senior vice president of design, to the newly-created position of chief product officer as its next step in continuing to refine the company's signature look and feel. The appointment comes as part of the company's continuing focus to execute on its strategic initiatives and position the company for long term growth after six straight quarters of revenue improvement. In this new role, Tsai will oversee all design, merchandising, and global sourcing activities for the company.

"Chieh's design vision has enabled us to confidently go to market with offerings that have resonated well with the Lands' End customer," said Jerome Griffith, chief executive officer and president, Lands' End. "We are excited to extend Chieh's vision across all aspects of design, merchandising and global sourcing, and believe consolidating leadership of these critical functions will allow our American heritage brand to continue to deliver products that fit the Lands' End customer's needs."

Additionally, Lands' End has named Rosalind Drisko as vice president, public relations and brand marketing, reporting to senior vice president of brand creative, Matt Trainor. Drisko brings a wealth of industry experience in progressive leadership roles and most recently was at VF Corporation, Nautica Apparel Brand as vice president of global marketing, where she led marketing and creative services. Drisko will lead the public relations, social media and brand marketing teams, which will continue solidifying the brand's unique point of view in the marketplace and push awareness through partnership and collaboration opportunities.

"Lands' End continues to make meaningful and strategic changes across the organization to better position it for future growth by focusing on four main strategic pillars – product, digitalization, uni-channel distribution and infrastructure – while staying true to our heritage," added Griffith.

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

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

#### **Forward-Looking Statements**

*This press release contains forward-looking statements that involve risks and uncertainties, including statements regarding the impact of the Company's strategic initiatives, the Company's prospects for continued growth and future success, and the Company's pursuit of partnerships and collaborations. All statements other than statements of historical fact are forward-looking statements. The following important factors and uncertainties, among others, could cause actual results to differ materially from those described in these forward-looking statements: we may be unsuccessful in implementing our strategic initiatives, or our initiatives may not have their desired impact on our business; our ability to offer merchandise and services that customers want to purchase; changes in customer preference from our branded merchandise; customers' use of our digital platform, including customer acceptance of our efforts to enhance our e-commerce websites; customer response to our marketing efforts across all types of media; our maintenance of a robust customer list; our retail store strategy may be unsuccessful and we may be unable to open retail stores in locations and on terms that are acceptable to us; our dependence on information technology and a failure of information technology systems, including with respect to our e-commerce operations, or an inability to upgrade or adapt our systems; the success of our ERP and Enterprise Order Management systems implementations; fluctuations and increases in costs of raw materials; impairment of our relationships with our vendors; our failure to maintain the security of customer, employee or company information; our failure to compete effectively in the apparel industry; if Sears Holdings Corporation sells or disposes of its retail stores, including as part of the Chapter 11 proceedings instituted by Sears Holdings Corporation on October 15, 2018 or pursuant to the recapture rights granted to Seritage Growth Properties, and other parties or if its retail business does not attract customers or does not adequately provide services to the Lands' End Shops at Sears; legal, regulatory, economic and political risks associated with international trade and those markets in which we conduct business and source our merchandise; our failure to protect or preserve the image of our brands and our intellectual property rights; increases in postage, paper and printing costs; failure by third parties who provide us with services in connection with certain aspects of our business to perform their obligations; our failure to timely and effectively obtain shipments of products from our vendors and deliver merchandise to our customers; reliance on promotions and markdowns to encourage customer purchases; our failure to efficiently manage inventory levels; unseasonal or severe weather conditions; the adverse effect on our reputation if our independent vendors do not use ethical business practices or comply with applicable laws and regulations; assessments for additional state taxes; incurrence of charges due to impairment of goodwill, other intangible assets and long-lived assets; the impact on our business of adverse worldwide economic and market conditions, including economic factors that negatively impact consumer spending on discretionary items; the failure of Sears Holdings or its subsidiaries to perform under various agreements or our failure to have necessary systems and services in place when such agreements expire; potential indemnification liabilities to Sears Holdings pursuant to the separation and distribution agreement in connection with our separation from Sears Holdings; the ability of our principal shareholders to exert substantial influence over us; potential liabilities under fraudulent conveyance and transfer laws and legal capital requirements; and 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 2, 2018, and Quarterly Reports on Form 10-Q. We intend the forward-looking statements to speak only as of the time made and do not undertake to update or revise them as more information becomes available, except as required by law.*

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