



Lands' End Showcases Inclusive Swimsuit Offerings for Summer 2019

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The Company Offers Over 19,000 Mix and Match Opportunities, 21 One-piece Styles in 78 Colors and Patterns, 23 Cover Up Choices in 96 Colors and Patterns

DODGEVILLE, Wis., May 07, 2019 (GLOBE NEWSWIRE) -- Lands' End (NASDAQ: LE), a leading uni-channel retailer known for high-quality apparel for the whole family, is highlighting its expansive range of inclusive swimwear designed for every body. With over 19,000 mix and match top-and-bottom options, 21 one-piece styles, and 23 cover up choices – ranging from bright yellows to bold prints, and sun protection to versatile beach wear – Lands' End ensures that everyone can stay on top of this summer's latest trends and feel their best on the beach. The company's expansive swimwear collection is available in a range of inclusive sizes, including regular, plus, long, long plus, petite, petite plus and mastectomy.

"We believe the best beach body is the one you already have," said Chieh Tsai, chief product officer, Lands' End. "We designed our swimwear collection so that everyone can look and feel great in and out of the water while participating in this season's top style trends, no matter your size, shape or coverage preference."

Lands' End offers a variety of swimwear in a wide range of inclusive sizes, cuts, coverage options, colors and patterns to meet this season's top trends:

- **Bold & Animal Prints:** A staple on the runway for many seasons, you can easily incorporate this trend into your swim wardrobe by mixing and matching a bold print with a solid separate, or dive fully into this trend with an animal printed one piece. Lands' End's Beach Living [Women's High-neck Tankini Top](#), available in regular, plus, petite, long, mastectomy and extended cup sizes; and our [Women's Slender Draped Square Neck One Piece in Black Leopard](#), available in regular, long, extended cup sizes, plus and long plus, make sophisticated statements.
- **Yellow:** Yellow has been a popular color for spring, and Lands' End sees this trend continuing into summer swim. Our Beach Living [Women's Keyhole Tankini in Nautical Yellow](#) is a fun way to incorporate this bright trend. Additionally, this style is available in a [range of fun colors and prints](#), and is available in regular, petite, long, extended cup sizes, plus, and long plus.
- **Multi-Purpose:** In today's busy world, simplification is key. Swimwear that can be worn in and out of the water, for gardening, biking, grocery shopping and more, will be a top trend for busy consumers in summer 2019. This on-the-go need can be solved with a variety of Lands' End women's swimwear styles, including our [Women's Swim Cover-Up Boatneck Swim Tee](#), available in regular, petite, long and plus, and our Aqua Sport [Women's Comfort Waist 5" Board Shorts](#), available in regular, petite, and plus.
- **Sun Protection:** There's no doubt that taking care of your body is the biggest trend this season. Lands' End helps protect your skin in an easy and fashionable way with our [Women's Long Sleeve Swim Tee Rash Guard](#), available in regular, plus, petite and long, or our [Beach Living Collection](#) that provides UPF 50 protection in all styles. These products are all recommended by The Skin Cancer Foundation as effective UV protectants.

For more information about Lands' End swim options, visit www.landsend.com.

[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, 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 men, women, kids and the home.

To view this release in a media-rich version, go to: <https://landsend.new-media-release.com/2019swimwear/>

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