

LANDS'END

October 2, 2017

The Pink Thread™ Project: Lands' End Partners with the Breast Cancer Research Foundation® (BCRF) to Raise Awareness and Funds

DODGEVILLE, Wis., Oct. 2, 2017 /PRNewswire/ -- Lands' End is raising awareness and funding for the Breast Cancer Research Foundation through the annual Pink Thread Project. The campaign is in its fourth year and was created to further support the organization's mission to be the end of breast cancer by advancing the world's most promising research.



"The Pink Thread Project has truly been the bond that ties together our commitment to support breast cancer research," said Becky Gebhardt, executive vice president and chief marketing officer, Lands' End. "We are proud to partner with the Breast Cancer Research Foundation for a fourth year to once again demonstrate that a little pink truly does a lot of good, and together with our customers we look forward to helping make a difference."

The Pink Thread Project is a simple, beautiful way to raise funds for breast cancer research by adding any monogram or embroidered icon using pink thread to Lands' End apparel, accessories or home merchandise ranging from totes and towels to cardigans and shirts. Now through October 31, Lands' End is donating 75 percent (\$4.50 of the \$6.00) of the fee for every Pink Thread monogram and embroidery application to the Breast Cancer Research Foundation, with a minimum total donation from Lands' End to BCRF of \$50,000.

"By supporting the highest rated breast cancer organization in the U.S., Lands' End is propelling research forward, faster," said Myra Biblowit, BCRF President & CEO. "Support from Lands' End will fund scientists, fuel breakthroughs and, one day, help eradicate breast cancer."

Additional Lands' End Pink Thread Project Initiatives

The Pink Thread Project will also feature other initiatives to raise funds now through October 31, 2017 to support the Breast Cancer Research Foundation. Through these efforts, Lands' End will donate a minimum of \$50,000 to BCRF.

- 1 **In Stores** - Look for pink! Lands' End is donating 10 percent of the net retail purchase price from the sale of specially selected pink apparel items to the Breast Cancer Research Foundation in the Lands' End Shops at Sears and the Lands' End stand-alone stores.
- 1 **Lands' End Business Outfitters** - Uniforms can join in too! Lands' End Business Outfitters is donating 75 percent of the fee for every Pink Thread embroidery application that is placed through the Business Outfitters division to the Breast Cancer Research Foundation.

- | **Pink Accessories** - Lands' End has curated a select group of specially designed accessories and will donate 25 percent of the retail purchase price. Add a pink thread monogram to make it an extra special donation to BCRF.
- | **Share it on Social** - Lands' End will share valuable information from BCRF on social channels and encourage followers to further share their inspirational Pink Thread stories. The company will also make additional donations to BCRF when followers share #PinkThread & #MyLandsEnd stories and photos. Follow @LandsEnd on Facebook, Twitter and Instagram for more information.

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, primarily at Lands' End Shops at Sears® and standalone Lands' End Stores. 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.

ABOUT BREAST CANCER RESEARCH FOUNDATION

The Breast Cancer Research Foundation (BCRF) is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. This year, BCRF will award \$59.5 million to support the work of more than 275 scientists at leading medical and academic institutions across 15 countries, making BCRF the largest private funder of breast cancer research worldwide. BCRF is the highest rated breast cancer organization in the U.S.—the only one with an "A+" from CharityWatch and Charity Navigator's highest rating of four stars. Visit www.bcrf.org to learn more.

URL's: landsend.com/pinkthread; landsend.com/newsroom

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