



Lands' End Names Gill Hong Executive Vice President, Chief Merchandising Officer and Head of International; Names Sarah Rasmusen Senior Vice President of E-Commerce

November 21, 2017

DODGEVILLE, Wis., Nov. 21, 2017 (GLOBE NEWSWIRE) -- Lands' End (NASDAQ:LE) has announced the appointment of two new leadership roles, led with the hiring of Gill Hong as Executive Vice President, Chief Merchandising Officer and Head of International for Lands' End. In this new role, Hong will play a critical role in leading all aspects of merchandising, as well as oversee Lands' End's International Business. Most recently, Hong was with Gap, Inc., as an Executive Advisor, consulting primarily for Old Navy. She previously was with Oakley, Inc., as their Chief Merchandising Officer and before that spent 17 years in progressive leadership roles in retail, brand strategy, marketing and merchandising at L.L. Bean and NIKE leading both global and European businesses.

"As I assess future opportunities to grow Lands' End, the role of Executive Vice President, Chief Merchandising Officer and Head of International is crucial to our success as we continue to connect with our long-term, loyal customers, and introduce the brand to new customers and markets," said Jerome Griffith, Chief Executive Officer, Lands' End. "Gill's extensive experience as a global merchandising executive combined with her proven track record of building businesses, defining brands and working cross-functionally to deliver omni-channel growth strategies and achieving financial goals, makes her the ideal candidate and we are excited to have her leading this critical function."

Hong will oversee merchandising strategies for all Lands' End's product categories, including men's, women's, kids, footwear, outerwear, swim, accessories and home. In addition, Hong will lead Lands' End's international development and expansion strategies to optimize the potential of existing markets, while driving new international growth initiatives.

"I am also pleased to announce that Sarah Rasmusen recently re-joined Lands' End as Senior Vice President of E-Commerce to drive our continuing growth in E-Commerce and provide an enhanced, seamless omni-channel shopping experience," said Griffith.

Rasmusen will strategically lead the brand's continual digital transformation, as well as data analytics to optimize and integrate customer insights focusing on consumer purchasing behavior and expanding the customer's experience across all digital channels. Rasmusen brings nearly 20 years of leadership of retail and omni-channel E-Commerce expertise to this role. She joins Lands' End from Kohl's where she most recently served as Vice President, Digital Merchandising, Optimization and Analytics. Prior to Kohl's, Rasmusen held progressive leadership roles in web merchandising for LandsEnd.com, SaksFifthAvenue.com and Bloomingdales.com.

Both senior positions will report directly to Jerome Griffith, CEO.

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.

Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties, including statements about future growth opportunities, international development and expansion strategies and growth initiatives. All statements other than statements of historical fact, including without limitation, those with respect to the Company's goals, plans, expectations and strategies set forth herein 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: the Company may not be able to successfully execute its strategies, and even if executed, they may not have their intended impact on financial performance; 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 January 27, 2017. 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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Source: Lands' End, Inc.