

# LANDS'END

November 27, 2015

## Lands' End Announces Black Friday And Cyber Monday Promotions

### Beloved Lands' End Gifts from Classic Totes to Sweaters for the Entire Family

DODGEVILLE, Wis., Nov. 27, 2015 /PRNewswire/ -- Lands' End customers can rejoice as the company announces Black Friday and Cyber Monday offers on classic favorites for the entire family. As the official kick-off to the holiday season, Lands' End is offering a variety of gifts that are sure to leave a lasting sense of joy both for the gift-giver and the recipient. No matter the price-point, from down filled parkas to cozy cashmere sweaters to the sweetest of holiday treats, Lands' End offers presents that are guaranteed to be a holiday hit.



**Black Friday at Lands' End Shops at Sears and [landsend.com](http://landsend.com)** - On Black Friday (November 27<sup>th</sup>), the Lands' End Shops at Sears<sup>®</sup> stores and [landsend.com](http://landsend.com) will offer **50 percent off all outerwear, boots and cold weather accessories** as well as **40 percent off all Lands' End merchandise**. Customers will find Lands' End's amazing products at an incredible value, including:

- | **Expedition Parkas for men, women and kids** - The waterproof, windproof down filled Expedition Parka will stand up to winter's harshest weather.
  - | Women's regularly \$299, now \$149.50.
  - | Men's regularly \$289, now \$144.50.
  - | Kids regularly \$159, now \$79.50.
- | **Boys' and Girls' Snow Flurry™ Boots** - The water-resistant, insulated boots feature the kid-friendly OpenWIDE® construction allowing for super-easy dressing. These boots are built for winter, regularly \$49, now \$24.50.
- | **EZ Touch Gloves** - Stylish functionality is the name of the game with the Fleece EZ Touch Gloves. E-tip fingertips let you click and scroll without exposing skin to the harsh weather.
  - | Women's, regularly \$14.00, now \$7.00.
  - | Men's regularly \$14.00, now \$7.00.

Customers who order online from the in-store kiosks at Lands' End retail stores and the Lands' End Shops at Sears will receive free shipping on Black Friday and every day. To find Lands' End stores and Lands' End Shops at Sears locations, go to <http://www.landsend.com/co/StoreLocator>.

## **Cyber Monday at [landsend.com](http://www.landsend.com)**

On Cyber Monday (November 30<sup>th</sup>), [landsend.com](http://www.landsend.com) customers can enjoy **40 percent off entire orders**, plus free shipping with no cost minimum. Shoppers will find some of Lands' End's heritage products at a great value including:

- | **Cashmere Sweaters** - Soft, luxurious 100% cashmere is the ultimate gift for loved ones in beautiful rich colors in a variety of styles.
  - | Women's crewneck sweater regularly \$149, now \$89.40.
  - | Men's classic crewneck regularly \$179, now \$107.40.
- | **Medium Open Top Tote** - One of the most iconic Lands' End products is a "can't miss" gift on Cyber Monday at only \$16.50, regularly \$27.50. Add a monogram for only \$6.00.
- | **Kids' Printed Sleeping Bag** - From space patterns to polka dots and plaid, this kids' go-to favorite is \$47.40, regularly \$79.00.
- | **Peppermint Crunch Cookies** - A Lands' End favorite, the candy cane flavored cookies are the perfect gift for teachers and anyone on your list who loves a sweet treat, regularly \$27.50, now \$16.50.

## **Cyber Monday at Lands' Shops at Sears**

Great values online will also be offline. The Lands' End Shops at Sears stores will also be offering **40 percent off all Lands' End merchandise**.

## **12 Hours of Twitter**

Lands' End is hosting the 6<sup>th</sup> annual 12 Hours of Twitter. Follow @LandsEndPR on **Monday, November 30, 2015 from 10:00 a.m. until 10:00 p.m. (EST)** and join the event at **#LandsEndHoliday**. This year's festivities will feature the opportunity to retweet cyber shopping gift ideas and answer trivia questions for the chance to win a Lands' End Gift Card.

## **Lands' End Holiday Pop-Up Shops**

On Friday, November 27<sup>th</sup> through Monday, November 30<sup>th</sup>, the New York pop-up location at 650 Fifth Avenue and the Boston pop-up location, at 100 Huntington Avenue in Copley Place will be offering **30 percent off and a free tote with a purchase of \$150 or more**.

## **All Roads Lead Home**

Shoppers can also play the Lands' End All Roads Lead Home Instant Win Game Sweepstakes for a chance to win a \$2,000 Shopping Spree. Plus, every day they play from now until Dec. 31, 2015, they'll have a chance to win a \$25 or \$50 Lands' End eGift Card or \$1,000 cash. For more information or to enter visit <http://www.landsend.com/allroadsleadhome/>.

## **ABOUT LANDS' END**

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](http://www.landsend.com) and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Inlet® 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.

URLs: [www.landsend.com/newsroom](http://www.landsend.com/newsroom)  
<http://www.landsend.com>

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