

# LANDS'END

April 8, 2016

## Lands' End Introduces Canvas by Lands' End™

### From Canvas, A White Label. The Designer Collection.

DODGEVILLE, Wis., April 8, 2016 /PRNewswire/ -- Lands' End is excited to announce the launch of Canvas by Lands' End™, a youthful, modern collection for men and women. The line was designed in America and developed in Italy, with strong global influences in all aspects of the styling, design and fit; the Canvas by Lands' End label is inspiring and attainable.



"When I first started at Lands' End, I was being asked by many people to bring back the Lands' End Canvas collection," said Federica Marchionni, CEO of Lands' End. "When we began to design this exciting new collection, the name, Canvas by Lands' End, was a perfect choice. Following the vision, this new collection allows us the opportunity to reach an additional audience, younger and more fashion conscious, with a strong desire to express their personal style. The line, inspired by the freedom of artistic expression, features a white label symbolizing the ability to personally create one's own canvas."

Brush strokes on dresses, star prints, and vibrant colors epitomize independence and individuality. The collection's simple and chic approach allows the strong silhouettes to take center stage with versatile pieces that emphasize a comfortable ease in fit. Each piece can be worn day into night and week into weekend. Craftsmanship and elevated design is the cornerstone of Canvas by Lands' End, featuring a range of fabrics woven in Italy, tailored by expert patternmakers with fit expertise, with original hand-painted graphic designs.

"With this launch, we updated our website with a multi-brand architecture to support the new collection," said Marchionni. "We have always taken great pride in our online shopping experience and this enhanced format allows customers to easily shop between both brands seamlessly."

From designer styles to relaxed looks, the collection features dresses, sweaters, tops, pants and jackets for both men and women. Some of the favorites from the collection for women include the long sleeve silk tee, \$85, the elbow sleeve dress, \$165, the long jumpsuit, \$175, the pencil skirt, \$95, and the short swing parka for \$275. For men, the long sleeve chambray shirt, \$69, the cotton slub hoodie, \$129, chambray suit trousers, \$99, and the barracuda jacket for \$169, are just a few of the great new styles available.

### 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 product through catalogs, online at [www.landsend.com](http://www.landsend.com), [www.canvasbylandsend.com](http://www.canvasbylandsend.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 retail value, and see to deliver timeless style for men, women, kids and the home.

URLs: [canvasbylandsend.com](http://canvasbylandsend.com)  
[landsend.com/newsroom](http://landsend.com/newsroom)



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