

# LANDS'END

July 1, 2016

## Lands' End Makes Fashion History With Special Edition Coat

### Exclusive Opportunity to Pre-Order History-Inspired, Limited Special Edition Coat This Fourth of July

DODGEVILLE, Wis., July 1, 2016 /PRNewswire/ -- While we celebrate our great nation's independence, Lands' End is proud to honor the impact our own founding fathers had on American style by offering a historically inspired, limited edition coat. The exclusive Special Edition Coat is designed for both men and women, representing historic style and made of the finest wool and premium stamped brass buttons. To honor the date of the nation's independence, Lands' End will offer 1776 coats for men and women available for pre-order starting on the Fourth of July at [www.landsend.com/1776](http://www.landsend.com/1776). Each coat will feature a distinctive label marking the limited-edition sequence in the line.



"The iconic Special Edition Coat is a nod to the classic colonial flair worn by our early American leaders with updated details and craftsmanship. The versatile coat can be buttoned-up two different ways, for a more traditional or modern look," said Federica Marchionni, CEO of Lands' End. "Here at Lands' End, we pride ourselves on our company's history and the legacy of our 'founding fathers'. Introducing this classically styled, double-breasted coat is another way we can honor both our country's heritage and our own."

### Lands' End Founding Fathers

Lands' End's 'founding father,' Mr. Gary Comer, surrounded himself with great talent that shared in his creative style. One of those talented individuals was Mr. Sam Fink. Sam Fink set the tone for Lands' End's creative approach by designing our original company logo and is considered by many as one of the company's founding fathers alongside Gary Comer.

Sam Fink was a celebrated author, calligrapher and illustrator known for his patriotism and love of American history. His latest book before his passing in 2011, *The Declaration of Independence: The words that made America*, was inspired by The Declaration of Independence reprinted annually in the July 4th issue of The New York Times. He brought the historical document to life through vivid illustrations and beautiful hand-lettering. Customers should order early, while supplies last.

"It is with great honor that Lands' End will include a complimentary copy, while supplies last, of Sam Fink's book with pre-orders of the Special Edition Coat," said Marchionni. "Sam would have been celebrating his 100<sup>th</sup> birthday this year, and we are honored to share his incredible talent with our customers, again, in the spirit of Independence Day."

## Lands' End Special Edition Coat

The limited edition refined wool coat is available for women in a flattering, longer-length silhouette in two color options: navy with red trim or navy with ivory trim. The men's modern, double-breasted pea coat silhouette is available in navy with ivory trim or navy with charcoal gray trim. The one-of-a-kind Special Edition Coat retails for \$499.

### 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](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 real value, and seek to deliver timeless style for men, women, kids and the home.

URLs: [landsend.com/newsroom](http://landsend.com/newsroom)  
[landsend.com/1776](http://landsend.com/1776)



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